NOVEMBER 28, 1955 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

KPRC-TV FIRST IN HOUSTON HIT PARADE

with 17 of 20 top nighttime shows*

1.	Hit Parade	KPRC-TV
2.	George Gobel	KPRC-TV
3.	$64,000 Question	Station B
4.	Bob Hope	KPRC-TV
5.	Medic	KPRC-TV
6.	Robert Montgomery	KPRC-TV
7.	I Love Lucy	Station B
8.	Lux Video Theatre	KPRC-TV
9.	This Is Your Life	KPRC-TV
10.	Disneyland	Station C
11.	NCAA Football	KPRC-TV
12.	Ford Theatre	KPRC-TV
13.	Waterfront	KPRC-TV
14.	Loretta Young	KPRC-TV
15.	People Are Funny	KPRC-TV
16.	Dragnet	KPRC-TV
17.	Fireside Theatre	KPRC-TV
18.	Perry Como Show	KPRC-TV
19.	Texaco Theatre	KPRC-TV
20.	I Led 3 Lives	KPRC-TV

*ARB — October, 1955

KPRC-TV

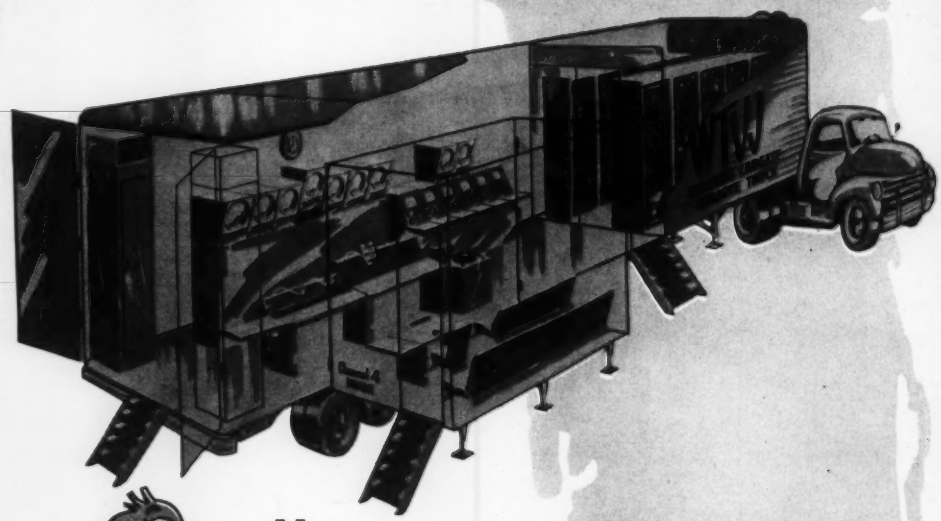
CHANNEL 2

HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.

25TH year

NOW ALL OF FLORIDA becomes a WTVJ STUDIO



NO matter where or when, if you originate your show from Florida, WTVJ can do the job for you!

WTVJ's NEW 34 FT. "NETWORK CONTROL ROOM ON WHEELS" IS EQUIPPED TO HANDLE ANYTHING UP TO, AND INCLUDING 12-CAMERA REMOTES. THIS UNIT WAS DESIGNED AND BUILT BY THE WTVJ ENGINEERING DEVELOPMENT STAFF.

COMBINE THIS FACILITY WITH THE EXPERIENCE OF HUNDREDS OF REMOTES FOR QUALITY SERVICE ANYWHERE IN FLORIDA. IT IS NOW READY TO ROLL!

Represented Nationally by FREE & PETERS, INC

For Complete details of WTVJ's remote facilities call or write to Mr. Jack Shay, WTVJ vice president in charge of operations.

CBS TELEVISION NETWORK

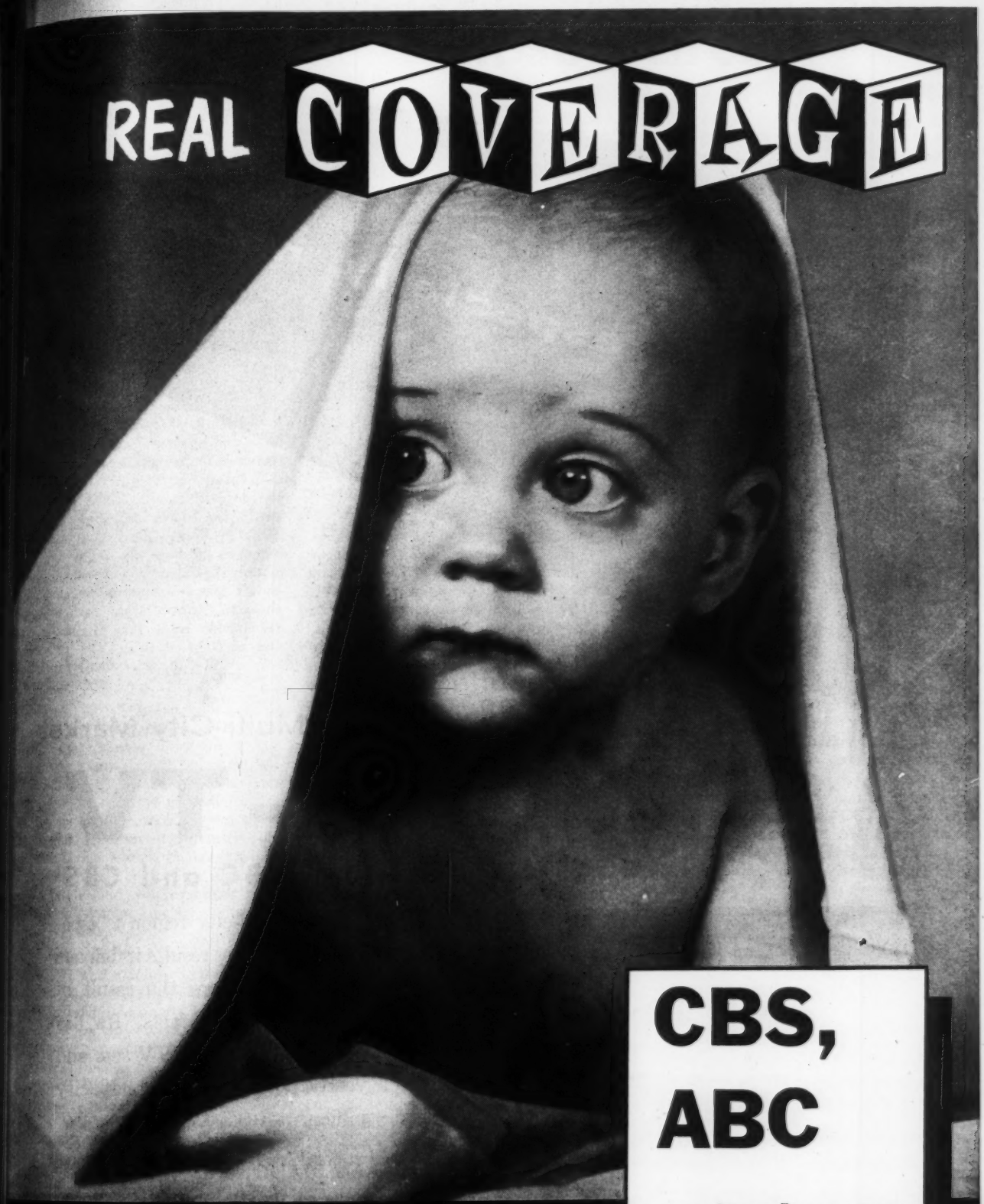
WTVJ Channel 4

Basic Affiliate

FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER • 1,000 FT. TOWER

MIAMI

REAL COVERAGE



108,000 unduplicated CBS-TV homes
in the Terre Haute, Ind. area

CBS,
ABC
...and now
NBC!

WTHI TV channel 10

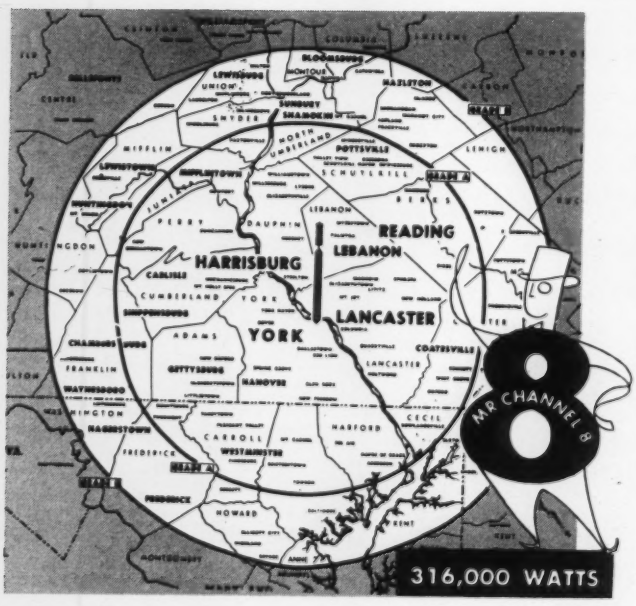
Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

especially noted

* sales results in
the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS



Yes, this large multi-city region is especially noted for the sales results it delivers —sales results which are the result of these three outstanding facts. Its 3½ million people own 912,950 TV sets and have a yearly potential buying capacity of $5½ billion.

STEINMAN STATION
Clair McCollough, *Pres.*

Representatives:
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco

closed circuit®

SHADES OF BLUE-BOOK • FCC last Wednesday reverted to crack-down form in placing 14 radio stations (big and little) on temporary license renewals pending explanation of purported overcommercialism and lack of balance between commercial and sustaining programs. Broadcast Bureau was instructed to send letters demanding accounting. Also in works is revocation involving Eastern station because of horse-race information broadcasts.

B•T

WITH EYE on next vacancy on FCC (Commodore E. M. Webster, whose term expires June 30), Democratic leadership is expected to demand appointment of Democrat on ground that Republicans already hold four-man majority and, with their control of Congress, Democrats should have at least three full-fledged adherents on FCC. Comr. Webster, on FCC since April 10, 1947, has distinguished background both in U. S. Coast Guard and on FCC in top-level engineering, was appointed as political Independent and is candidate for reappointment. Democrats are not leveling attack on his qualifications, but will seek third member on ground that FCC is arm of legislative branch, now Democratic, and not of Republican executive branch.

B•T

STANTON OF MADISON AVE • It's still Dr. Frank Stanton of Madison Ave. and there isn't any change imminent, despite repeated reports of his return to campus as president of some great university. Several years ago Columbia U. did try to get him and, it's learned authoritatively, Ohio State U. has pitched in recent weeks. But Dr. Stanton is content to remain as president of CBS Inc., where he finds everything he wants except time for contemplation and relaxation.

B•T

STRENGTH and stability that television has attained and radio regained are indicated by fact that one station broker alone, Howard E. Stark, New York, has "$50,000 to $50,000,000" available from new investment sources for purchase of either television or radio stations. These sources are in addition to those he's already represented in multi-million transactions this year, which included $6.5 million handled for one investor alone.

B•T

SWEENEY'S SWAG • Lure that enticed Kevin Sweeney into signing new five-year contract as president of Radio Advertising Bureau [B•T, Nov. 14]—and at 30% less money than he was offered—was concession that he figures will let him make and save more in long run than higher salary would. It also lets him demonstrate, tangibly, his belief in medium he's selling. Provision permits him to invest in radio stations on "no conflict" basis if he takes no part in management. He's made no such investment yet and RAB board will, of course, be informed whenever he does. Another contract feature: escalator clause providing for hike in base pay whenever RAB exceeds certain income level.

B•T

APPLYING techniques evolved in his motion picture exhibitor studies which have won acclaim in that field, Albert E. Sindlinger is making four-month study of Oklahoma City market covering September through December. Involving combination of personal interviews plus telephone recall, technique reportedly has proved almost infallible in projecting theatre audiences for particular features and has been adapted by Mr. Sindlinger for tv. Understood Oklahoma City study is being underwritten by KWTV (TV). Mr. Sindlinger developed Radox, radio measuring service once used in Philadelphia area.

B•T

SOUR NOTE • Major faction in Hollywood Local 47 of American Federation of Musicians is aroused over loss of re-run television money to national AFM trust fund and is taking issue over Jimmy Petrillo's head to international executive board. AFM officials are concerned that possible court case could result in destruction of whole re-run payment practice. Mr. Petrillo's answer to Local 47: "They want two swimming pools instead of one."

B•T

RADIO should be strictly competitive with tv even to point of not duplicating program personalities, in judgment of managers of group of multiple-owned stations. At recent session, managers felt that attractions like Arthur Godfrey should not be used on radio when their main shows are tv, and that simulcasts should be ruled out. Attitude is that radio should build its own personalities and hold them exclusively.

B•T

FEWER MEETINGS FAVORED • Though NARTB's tabulators have long way to go, quick thumbing of station questionnaires on regional meeting reaction shows that members overwhelmingly favor abbreviated eight-meeting schedule over old 17-meeting plan. There's one major change desired by stations, however—two-day agenda of condensed programming instead of three-day plan used this past autumn. Results of questionnaires will be submitted to NARTB board at February meeting.

B•T

ALTHOUGH there doesn't seem to be any doubt FCC is trying to issue final decisions on pending vhf cases before Christmas (with three commissioners understood to be balking: they think no final decisions should be made until after rule-making), there seems to be grave doubt that Commission will hold any oral arguments on other pending tv cases. Oral arguments before FCC as whole is step necessary before Commission can issue final decision in contested cases.

B•T

TIMETABLE ON NEW VHFS • How fast can new vhfs be cleared under procedure set up by Defense Mobilizer Arthur S. Flemming in establishing *ad hoc* committee to tackle problem? If means were found to clear just two 6 mc channels before end of year, essential rule-making procedure on allocation to tv service would have to be held, along with possibly some Congressional act to compensate displaced services for equipment. One year would be extremely optimistic, one authority states, even if space were found promptly and everything clicked.

B•T

THERE's little hope for NARTB action on proposal for across-the-board power increases for am stations. Stumbling block to association support is fear of international complications, mainly possibility of high-power war in which stations of other nations might beat U. S. to punch.

B•T

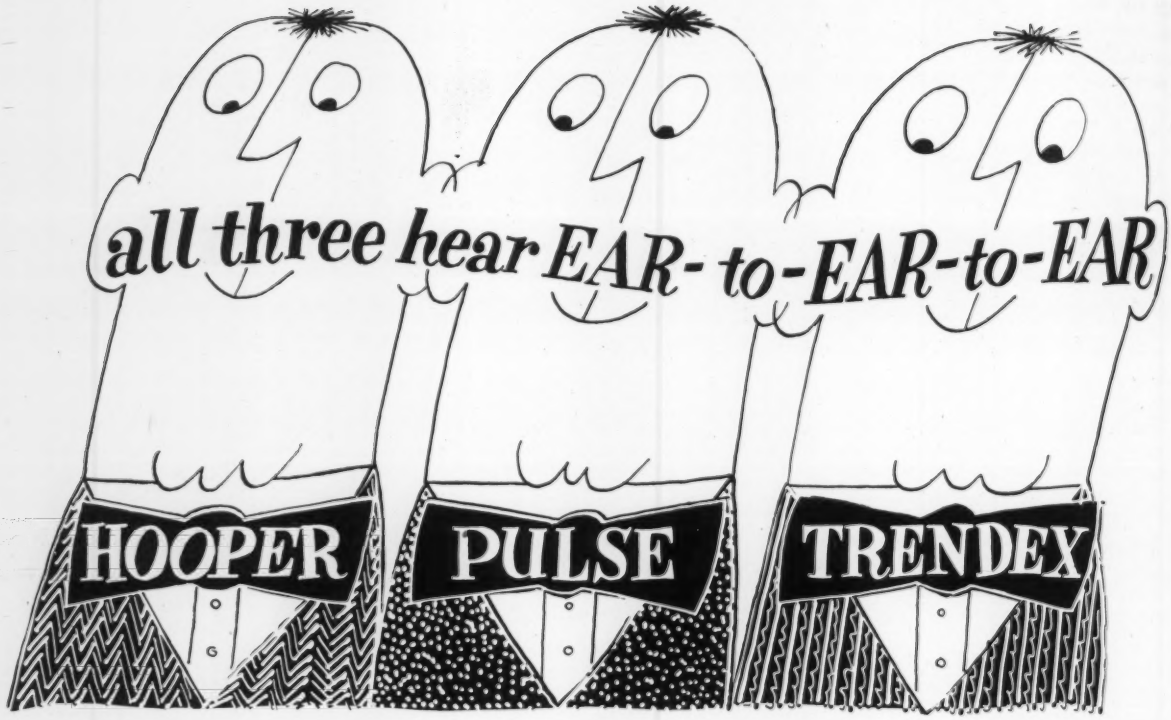
McC. ON MOUND • FCC Chairman George C. McConnaughey addressing National Professional Baseball League Assn. in Columbus, Ohio, today (Monday) will talk on subscription television. Best guess is that he will recount obstacles—legal, constitutional and practical—which remain to be overcome before any sort of decision can be forthcoming from FCC. Mr. McConnaughey is scheduled to be keynote speaker at Sylvania Awards dinner tomorrow night at Waldorf-Astoria Hotel in New York.

B•T

ONE of burrs in FCC's network study is bound to be area of talent contracts. This is one of remaining trade secrets in otherwise generally wide open activities. When network heads met with FCC Nov. 14 this was one of subjects discussed. It met strong opposition from network brass. Understood Gen. Sarnoff told FCC committee that NBC would be glad to furnish its talent contracts to investigation staff—when FCC also got same information from big talent agencies like MCA and William Morris.

B•T

NETWORK STUDY • Why did FCC go all out in its bill of particulars on network inquiry, even to extent of asking whether am and tv networks and stations should be under common ownership? Four-man FCC committee, it's understood, felt it had to cover full depth and scope in its outline, because of questions which arose at virtually unprecedented meeting with network heads Nov. 14 [B•T, Nov. 21; also see page 27 this issue].



No matter who asks the questions in **Omaha,** the answer is **KOWH**

43.7%! That's the average share of audience Hooper (October-November) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . . gradually increasing its first-place dominance, until now KOWH is first in *every* time period of *every* survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 hear Omaha radio ear-to-ear-to-ear. Chat with the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

at deadline

FTC Charges Seen as Threat To Co-op Advertising Field

ENTIRE cooperative advertising structure may face threat of federal probe if Federal Trade Commission successfully prosecutes series of co-op allowance charges involving two eastern grocery chains and 11 food manufacturing companies, according to Raymond R. Dickey of Danzansky & Dickey law firm, Washington, D. C.

Mr. Dickey is counsel for Giant Food Shopping Center, doing $60 million annual business in 28 Washington area stores. Other retailer, Food Fair, of Philadelphia, operates over 200 stores in six states, with $348 million annual sales. Chains are charged under Sec. 5 of FTC act with inducing suppliers to give special advertising allowances which they "knew or should have known" were not being offered to their competitors.

Food manufacturers, on the other hand, are charged with giving special advertising allowances to chains without making them available to competitors, allegedly violating Sec. 2 (d) of Clayton Act as amended by Robinson-Patman Act. Cited were Crosse & Blackwell Co., Pompeian Olive Oil Corp., McCormick & Co., Minute Maid Corp., Jos. Martinson & Co., J. H. Filbert Inc., Sweets Co. of America, Tetley Tea Co., Reed Candy Co., Chestnut Farms-Chevy Chase Dairy, and Atlanta Trading Corp.

Three Sponsors Take Show In Vacated Colgate Hour

THREE ADVERTISERS — Crosley Div. of Avco Mfg. Corp., Brown & Williamson Tobacco Co. and Andrew Jergens Co.—will sponsor new, hour-long comedy-variety show (still untitled) beginning Jan. 8 in Sunday 8-9 p.m. EST period on NBC-TV being vacated Dec. 25 when Colgate-Palmolive Co. sponsors final *Variety Hour* telecast, Thomas A. McAvity, vice president in charge of NBC-TV, announced Friday.

Time period, which Colgate held on network for past five years, will be filled by program using new comedy talent, ideas and writers [B•T, Nov. 21]. Colgate, according to network, has been released from contractual commitments. Samuel Fuller, national program director of NBC-TV, whose promotion to new post of director of special projects with network also was announced Friday, will supervise production of new series. Comedy show will originate in Hollywood and reportedly will continue through summer period opposite *Ed Sullivan Show* on CBS-TV.

Agencies are Compton Adv. for Avco; Ted Bates & Co. for Brown & Williamson, and Robert W. Orr & Assoc. for Jergens. Mr. Fuller, who has been national program director since December 1953, joined NBC in 1950 to develop plans for *Colgate Comedy Hour*.

KVWO Names McGillvra

APPOINTMENT of Joseph Hershey McGillvra Inc. as national representative for KVWO Cheyenne, Wyo., was announced Friday by William T. Kemp, station president and general manager.

MADE IN U.S.A.

UNOFFICIAL REPORT is that Russia has expressed intense interest in purchasing tv transmitting equipment from U. S. manufacturers. According to Ernest A. Marx, DuMont International Div. (story page 95), USSR is "anxious" to do business pending U. S. governmental clearance. Russia also reportedly has approached BBC as well as French and Italian tv authorities for dramatic programs to be shown Russian audiences. BBC already has been studying possibility of exchange program through London-Moscow tv link.

NCAA Tv Committee to Mull Dispute Over Grid 'Blackouts'

OPERATIONS of 1955 controlled football tv program, including series of disputes over video "blackouts" during past fortnight, will be taken up by NCAA Tv Committee at two-day meeting in Chicago's Sheraton-Blackstone hotel starting today (Mon.). Headed by E. L. Romney, Mountain States Athletic Conference, as chairman, group will start work on report and recommendations to be submitted to NCAA's 50th annual convention in Los Angeles Jan. 9-11, according to statement issued yesterday by Walter Byers, NCAA executive secretary and director-at-large.

New Appointments at Grant

APPOINTMENTS of one vice president, two tv copywriters and one account executive announced by Grant Adv. Inc., Chicago. Frank G. Kenesson, formerly manager of Chrysler Corp. press information service, named vice president of public relations in agency's Detroit office. Rudolph R. Perz, account executive with Barlit Productions agency, and Gerald J. Gateman, Stockwell & Marcuse agency, join same office as writers. Robert A. Saxon, Frigidaire Div. of General Motors and Kudner Agency Inc., added to Dayton (Ohio) office as account executive.

TROJAN GIFT

RADIO, which has put countless recordings on best-seller lists, will use records for its own promotion in project being launched by WHDH Boston. With Chrysler providing record players as optional equipment in its 1956 line, WHDH has had Gotham Recording Co., New York, prepare special discs featuring half-hour of music by WHDH musicians. Discs, of size and speed to fit Chrysler record-players, will be distributed gratis to Boston area people who buy phonograph-equipped cars.

Gimmick: music is interrupted from time to time by short announcements which ask car listeners whether they aren't missing news, sports events, weather information or other programs they could get by tuning to WHDH.

• BUSINESS BRIEFLY

FIRST FOR KENTILE • Kentile Inc. (Kentile walls and floors), Brooklyn, through Ruthrauff & Ryan, entering network television for first time early in January with participations on several NBC-TV daytime shows. Advertiser previously has used spot tv.

SNIFFING AT TV • Chanel Inc. (perfume and cologne), N. Y., through Norman, Craig & Kummel, N. Y., considering television spot announcement test in several major cities to start after first of year. This would mark Chanel's first use of tv.

STRONGHEART BUYS • Doyle Packing Co. (Strongheart dog food), Long Branch, N. J., launching 13-week radio-tv spot campaign stressing product and special premium offer on six stations in Boston, New York, Philadelphia, Baltimore and Washington, D. C. Agency: Roy S. Durstine Inc., N. Y.

MENNEN MESSAGES • Mennen Co. (men's toiletries), Morristown, N. J., in addition to its co-sponsorship of ABC-TV's *Wednesday Night Fights*, launching special radio spot campaign in 82 major markets to promote company's holiday gift set for men. Agency: Kenyon & Eckhardt Inc., N. Y.

BEN-GAY ON TV • Thos. Leeming Co. (Ben-Gay pain relief), N. Y., preparing tv spot announcement campaign, effective Jan. 1 for 11 weeks, using minutes, chain breaks and station identifications in about 50 markets. William Esty & Co., N. Y., is agency.

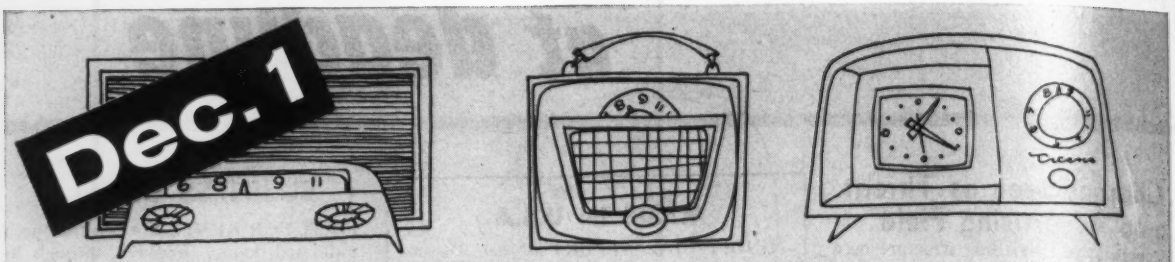
OIL ON RADIO • American Oil Co. (Texas Div.), Texas City, preparing four week radio spot announcement campaign effective Dec. 5 in limited number of southwest markets. Joseph Katz Co., N. Y., is agency.

COFFEE CAMPAIGNING • Standard Brands (Chase and Sanborn regular coffee), N. Y., planning one-week radio spot announcement campaign in nearly half-dozen markets, effective Dec. 5. Compton Adv., N. Y., is agency.

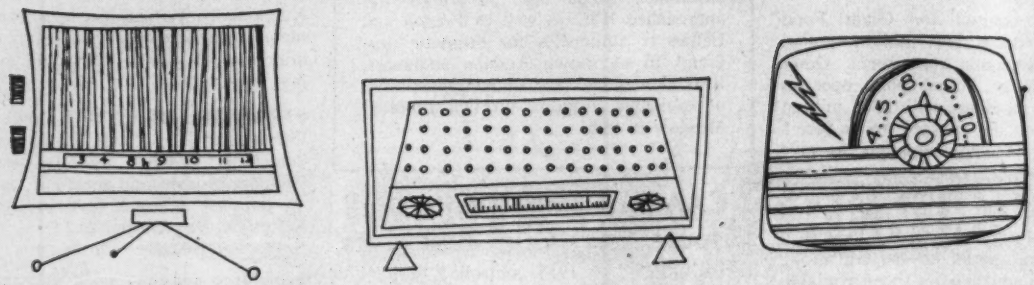
VANILLA FOR CHRISTMAS • Joseph Burnett Div. (Burnett's vanilla) of American Home Foods Inc., N. Y., concentrating radio spots in major cities for pre-Christmas campaign. Agency: Geyer Adv., N. Y.

Channel-Swappers to Meet

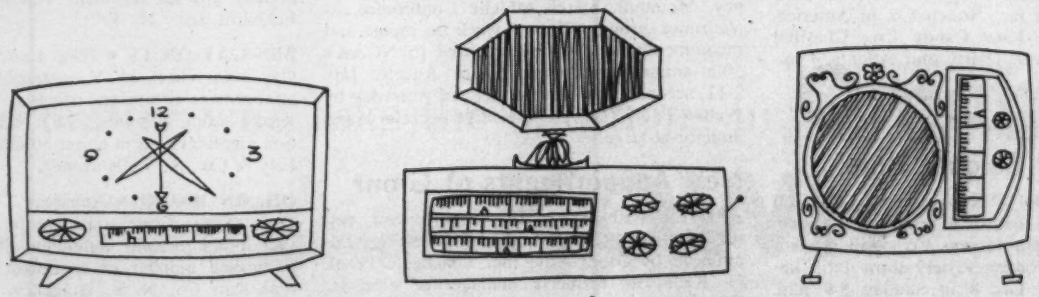
FIRST MEETING of *ad hoc* committee established by Office of Defense Mobilization to discuss means of transferring government vhf bands to tv [B•T, Nov. 21] scheduled this week. Group, representing ODM, FCC, Commerce and Defense Depts., expected to buckle down to details of releasing some government vhf channels for tv in exchange for some present civilian channels (probably in uhf). Committee formed following top level conference among ODM, FCC, Commerce and Defense representatives two weeks ago. Conference was called after FCC Chairman George C. McConnaughey wrote ODM early last month relating need for more vhfs for tv. Exact composition of *ad hoc* committee not known Friday, but Mr. McConnaughey scheduled to represent FCC.



CBS Radio moves to



KCMO • 50,000 watts (10,000 watts night)



Kansas City, Missouri

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WTRI (TV) Challenges FCC Deintermixture, Drop-In Move

FIRST MOVE to test FCC's deintermixture and drop-in actions of three weeks ago [B•T, Nov. 14] came Friday when now-dark ch. 35 WTRI (TV) Albany, N. Y., asked U. S. Court of Appeals in Washington to issue temporary stay order, interlocutory injunction and reverse FCC in Albany case. Commission turned down WTRI's deintermixture petition (make Albany-Schenectady-Troy all uhf), approved request of ch. 27 WROW-TV Albany to move ch. 10 into Vail Mills, N. Y., 20-odd miles from Albany.

Basis of WTRI appeal was allegation FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS newscaster Lowell Thomas group. In separate proceedings, WTRI protest against Thomas purchase of WROW-AM-TV was held invalid in hearing examiner's initial decision [B•T, Nov. 7].

It is understood appeal from ch. 19 WMGT (TV) North Adams, Mass., against Albany drop-in decision is scheduled to be filed with court this week.

In its plea for stay, WTRI referred to Commission majority as "fairly recent appointees, none of whom had prior experience in the broadcast field. The three dissenters, on the other hand, all have had a wealth of experience in this field." Voting in favor of Albany drop-in were Comrs. McConnaughey, Lee, Doerfer and Mack; dissenting were Comrs. Hyde, Bartley and Webster.

Jerrold Buys Key West Community Antenna System

AS PART of first venture into community system ownership and operation field, Jerrold Electronics Corp., Philadelphia, manufacturer of equipment for such systems, announced Friday it had acquired controlling interest in Cable-Vision Inc., which recently started construction of community antenna system in Key West, Fla.

Milton J. Shapp, Jerrold president, said company also is conducting negotiations for acquisition and construction of several other antenna systems in other parts of country. He said Jerrold has completed exhaustive study of U.S. cities with over 10,000 population to select most desirable communities for this investment.

John M. Spottswood, from whom Cable-Vision was purchased, retains interest in company and remains as its president. Mr. Spottswood also is president and general manager of WKWK Key West.

Farm Directors Plan Pitch

EXECUTIVE COMMITTEE of National Assn. of Television & Radio Farm Directors Friday recommended preparation of visual presentation for use by agencies in selling advertisers on farm radio. Allocation of funds also urged, with recommendations set for vote over weekend.

Members voted Friday to hold 1956 meeting in Minneapolis in June.

MANY COME

REFLECTING growth of tv in quality level was disclosure over past weekend that judges combed record 273 tv programs and commercials for Sylvania television awards which will be announced tomorrow (Tues.) night.

Presidential Assistant Adams To Address Ad Council Dinner

SHERMAN ADAMS, assistant to President Eisenhower, will deliver principal address at annual dinner of Advertising Council Thursday at Plaza Hotel, New York, when Clarence Francis, former board chairman and now a director of General Foods Corp., receives Council's second annual public service award. Charles E. Wilson, W. R. Grace & Co. board chairman and last year's award winner, will present Mr. Francis with silver bowl honoring his "notable contribution to welfare of country and his fellow citizens." Dinner will climax full day conference of Council directors and its public policy committee.

WACO Sale Approval Asked

APPLICATION for approval of sale of WACO Waco, Tex., by Texas State Network to Waco Broadcasting Corp. for $300,000 [B•T, Nov. 14], filed with FCC Friday. WACO is on 1460 kc, 1 kw, is ABC-affiliated.

Principals in purchasing company are Wendell Mayes, president, 40%, who also owns KBWD Brownwood, KNOW Austin, 30% KSNY Snyder, 20% KXOL Ft. Worth, all Tex., and 50% KTOK Oklahoma City; C. C. Woodson, vice president, 40%, who owns 50% KTOK, 40% KXOL, and R. Lee Glasgow, 20%, owner of KAND Corsicana, Tex. Mr. Woodson is Texas and Oklahoma publisher.

Texas State Network also owns KFJZ-AM-TV Ft. Worth, KRIO McAllen and KFDA-AM-TV Amarillo, all Tex.

WACO balance sheet showed total assets of $266,909, of which $25,645 were current assets. Current liabilities were shown as $21,620.

Syndicated Hour Show Planned

FOLLOWING TREND to full hour shows, Columbia Pictures tv subsidiary, Screen Gems, next spring will begin filming of one hour anthology series with Eva Wolas as producer. Miss Wolas resigns Dec. 1 from CBS-TV post as story editor on Chrysler Corp. *Climax* series. Screen Gems has budgeted new series above $50,000 for each show.

UPCOMING

Nov. 28: Tennessee Assn. of Broadcasters, Hotel Peabody, Memphis.

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, the Senate, Ottawa, Ont.

For other Upcomings see page 104.

PEOPLE

MORTON J. WAGNER, manager of WMTV (TV) Madison, Wis., elected executive vice president of Bartell five-station group, according to **GERALD A. BARTELL,** president. He continues to manage WMTV, with supervision of other stations (WOKY Milwaukee; WAPL Appleton, Wis.; WAKE Atlanta; KCBQ San Diego).

ROBERT K. BYARS, account executive at D'Arcy Adv. Co., Chicago, and previously assistant advertising manager of Standard Oil Co. (of Indiana), appointed vice president and account executive at MacFarland, Aveyard & Co., Chicago.

JEROME S. BOROS, FCC trial attorney, resigned Friday to join New York and Washington law firm of Fly, Shuebruk, Blume & Gaguine (headed by former FCC Chairman James Lawrence Fly).

JOYCE COOK, production executive and story editor, Robert Maxwell Assoc., appointed west coast tv production supervisor of McCann-Erickson Friday. She reports to George Haight, newly appointed vice president in charge of agency's television and radio department.

EDWARD J. GARDNER, Young & Rubicam Inc., to Ogilvy, Benson & Mather, N. Y., as account executive on Lever Bros.' Good Luck margarine.

HOWARD GORMAN, advertising manager, Gaines Div. of General Foods Corp., Kankakee, Ill., and previously assistant manager of Swift & Co.'s Pard dog food department, to Tatham-Laird Inc., Chicago, as merchandising manager.

WILLIAM V. BRADLEY, 35, newscaster at KPIX (TV) San Francisco, killed Thursday in automobile collision.

Construction Permits Awarded For Five New Am Daytimers

GRANTS for five new daytime am stations were announced by FCC Friday.

Construction permits were awarded to:

• Truman, Ark.—Poinsett County Broadcasting Co., 1580 kc, 250 w. Poinsett owner Earl W. Daly is former owner of WTRB Ripley, Tenn.

• Ansonia, Conn.—The Valley Broadcasting Co., 690 kc, 500 w. Principals include Sydney E. Byrnes, CBS news producer.

• Dowagiac, Mich.—Cass County Broadcasting Co., 1440 kc, 500 w. Principals are equal partners Gilbert M. Ketcham, commercial manager of WTVB-AM-FM Coldwater, Mich., and James B. Luck, assistant to manager of WTVB-AM-FM.

• Erwin, Tenn.—Unicoi Broadcasting Co., 1420 kc, 1 kw. Sole owner Max M. Blakemore is manager-16⅔% stockholder of WROC Richlands, Va., and 50% partner in Cherokee Broadcasting Co., applicant for new am station at Murphy, N. C.

• Henderson, Tex.—Wes Dean & Co., 1470 kc, 500 w. Wesley R. Dean, 50% owner, is announcer for KGRI Henderson and KTVE (TV) Longview, Tex. Grant was conditioned upon proof that Mr. Dean has severed connections with KGRI.

No Go on Hibbing Tv

PERMIT for ch. 10 KHTV (TV) Hibbing, Minn., which expired Nov. 12, will not be renewed, North Star Televising Co., permittee, announced last week. Reasons: uncertainty market can support tv station and lack of assurance of network affiliation.

the week in brief

BLUEPRINT FOR NETWORK PROBE

Relations with stations, advertising and talent agencies, station representatives, film producers and other industry elements to be included in FCC investigation. Immediate reaction of network officials ranges from "not too bad" to "couldn't be worse" 27

WHY PM SWITCHED TO SPOT TV

Thomas S. Christiansen, Philip Morris advertising manager, explains reasons for moving out of network television at RTES seminar 28

TOP TV NETWORK CLIENTS

Procter & Gamble Co. spends $3.1 million for time on tv networks in September, nearly double sum spent by runners-up Colgate-Palmolive Co. and Chrysler Corp. 30

TV'S ACTION INGREDIENT

Good tv commercials are "personal selling" not "audience selling," states Grey Advertising Agency, giving six ways to make them so 31

TIMEBUYING CALCULATORS

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*Reg. U. S. Patent Office

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Now on the Air!...

KTHV CHANNEL 11 LITTLE ROCK!

KTHV, Channel 11, went on the air yesterday, November 27, telecasting daily 5 to 10:45 P.M. — 4 to 10:45 P.M. on Sunday.

For the next few weeks we will be using our auxiliary tower (on top of 1300-ft. Mt. Shinall) awaiting completion of our new 1000-foot super-tower (1800 feet above average terrain!)

What is KTHV's significance in Arkansas? We believe the list of CBS and ABC shows below — already scheduled — tells the story.

Watch for further news — and meanwhile, ask your Branham Man!

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
THE VISE
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
RED SKELTON SHOW
GODFREY AND HIS FRIENDS
THE MILLIONAIRE
I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS

Plus LOCAL NEWS, WEATHER, SPORTS

316,000 Watts
Channel 11
NOW AFFILIATED WITH CBS AND ABC
Full CBS Affiliation on April 1

K. A. ENGEL, *President*
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

PANORAMA U.S.A.

Here is a scene duplicated many times across the country.

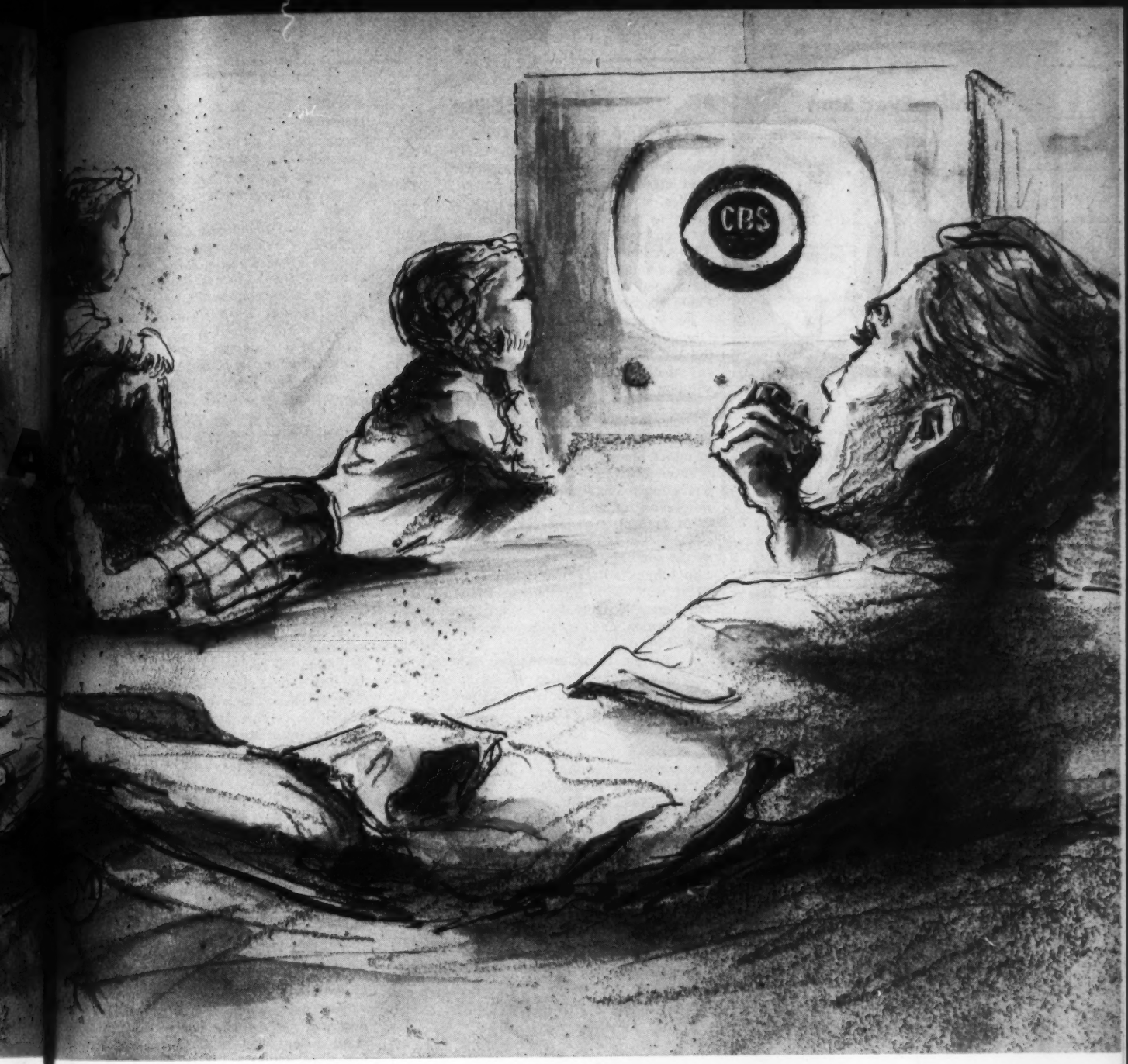
Thanks to CBS Television's Extended Market Plan, this family . . . and thousands like it . . . for the first time are able to share in the wholesome enjoyment of virtually all of the CBS Television Network programs:

Programs that are made easily available with consistent, dependable reception delivered through the facilities of a local station.

WJDM-TV is proud to be a member of this vigorous network group and prouder still to be playing a leading role in the elevation of the cultural standards of its people.

WJDM-TV, Panama City

MEL WHEELER
General Manager
WJDM-TV WEAR-TV



ma City in conjunction with **WEAR-TV**, Pensacola, Serves the Fabulous Northwest Florida Coast

represented nationally by George P. Hollingbery Company.

Sponsor
looks for
sales impact . . .

Performer goofs—
no "eye-contact"

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

The Boler Stations

KCJB-TV
Channel 13 — Minot

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Channel 4 — Valley City

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300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

THE DEVIL'S DISCIPLE

FOLLOWING the great stir raised by the first New York stage presentation of "The Devil's Disciple" back in 1897, playwright George Bernard Shaw is reported to have rubbed his hands in glee, saying ". . . so much for a damning career as critic . . . now to work!"

Given many more such productions as NBC-TV's version of the same play a week ago Sunday, we might well have to do the same, for the second of the monthly *Hallmark Hall of Fame* telecasts was just about perfect.

For 90 sustained minutes, all of "The Devil's Disciple's" Shavian wit and acid commentary (on the British monarchial system, the hypocrisy of historical dogma and, of course, the institution of marriage) came through the tv screen as carefully primed buckshot. Not even the clergy was spared, but then, S. Mark Smith, who adapted the play to tv, isn't one to mince Shaw's words.

Maurice Evans, as star and producer, deserves much credit for transposing his Broadway revival of several seasons ago to television in as faithful a manner as time, or lack of, allowed. In Dennis King, recreating his part as the sardonic and urbane General ("Gentleman Johnny") Burgoyne, tv has a magnificent talent well worth exploiting. Ralph Bellamy and Teresa Wright also performed with great skill, humor, and understanding, as well they should have.

A flawless color production (save for the fleeting embarrassment of having an NBC-TV camera pop smack into the trial scene in Act II), "The Devil's Disciple" was television at its very best.

Production costs: Approximately $128,000.
Sponsored by Hallmark Card Co. through Foote, Cone & Belding on NBC-TV, every fourth Sun., 4-5:30 p.m. EST.
Cast: Maurice Evans, Ralph Bellamy, Dennis King, Teresa Wright, Margaret Hamilton, Leo Britt, Logan Ramsey, Jada Rowland.
Producer: Maurice Evans; director: George Schaefer; NBC executive producer: Jack Rayel; assoc. producer: Mildred Freed Alberg; author: George Bernard Shaw; adapter: S. Mark Smith; scenery: Robert MacKichan; costumes: Noel Taylor; assoc. director: Robert Hartung; unit manager: Brice Howard.

THE CAINE MUTINY COURT-MARTIAL

IF ANY single offering is to underscore television's maturity in drama, let it be "The Caine Mutiny Court-Martial." Given the powerful story and the array of characters that ably handled Herman Wouk's success of novel, stage and screen, television more than matched the other arts.

Simplicity of presentation (without overdoing the color) with a minimum of gimmicks assured an absorbing hour-and-a-half. To this was added the tv camera's advantage over the stage: tight shots of members of the cast as they portrayed the many moments of inner turmoil.

Of the cast it might be said that any kudos would be just echoes of plaudits already earned elsewhere. Lloyd Nolan as the psychopathic Lt. Comdr. Queeg will probably be long remembered for the long—but seemingly short—monologue in which he betrays his instability of mind. Barry Sullivan as defense counsel Lt. Barney Greenwald effectively handled a role fraught with the danger of "hammishness" to lesser talent. As a replacement for the late John Hodiak, Frank Lovejoy proved a capable substitute.

Along with "Darkness at Noon" presented earlier this year on NBC-TV, "Caine Court-Martial" should be tabbed for a repeat performance.

Production costs: $175,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on Ford Star Jubilee, Sat., Nov. 19, on CBS-TV 9:30-11:00 p.m. EST.
Cast: Lloyd Nolan as Lt. Comdr. Philip Francis Queeg; Barry Sullivan as Lt. Barney Greenwald; Frank Lovejoy as Lt. Stephen Maryk; Russell Hicks as Capt. Blakely; Ainslie Pryor as Lt. Comdr. John Challee; Robert Gist as Lt. Thomas Keefer; Charles Nolte as Lt. (j.g.) Willis Seward Keith; Raymond Bailey as Capt. Randolph Southard and Herbert Anderson as Dr. Bird.
Producer: Paul Gregory, as directed for Broadway stage by Charles Laughton; director for CBS-TV: Franklin Schaffner; set designer: Robert Tyler Lee.

BOOKS

AUDITIONING FOR TV, by Martin Begley and Douglas MacRae. Hastings House, 41 East 50th St., New York 22, N. Y. 108 pp. $3.50.

THIS slender volume, subtitled "How to Prepare for Success as a Television Actor," describes in some detail how to go about getting an audition, how to prepare for it and how to act when it occurs, plus what to do afterwards to remind the auditioner that he auditioned you and now should give you a chance to earn some money. The authors ought to know, for Mr. Begley is casting director and Mr. MacRae a writer, both for NBC-TV.

RESEARCH FRONTIERS IN POLITICS AND GOVERNMENT, published by The Brookings Institution, 722 Jackson Place N. W., Washington 6, D. C. 240 pp. $2.75.

EIGHT political scientists reviewed certain new research developments in politics and government in the Brookings Lectures, 1955, collected in print in this volume. To this lay reader, the book was full of new and interesting ideas, such as that of Malcolm Moos, professor of political science at Johns Hopkins U., that the television buildup available to senators through the many discussion programs emanating from Washington would give them an almost unbeatable advantage over governors as candidates for President if a national presidential preferential primary system were to be adopted in place of party conventions.

ELECTRONIC MOTION PICTURES, by Albert Abramson. U. of California Press. Berkeley 4, Calif. 212 pp. $5.

SUBTITLED "A History of the Television Camera," Mr. Abramson, himself a television engineer, has written a scientific book that is readily understandable to the general reader and specially interesting to anyone concerned with the future of television and/or motion pictures, which, the author states, are now undergoing the "first basic change in the entire history of the cinema . . . a change based on the use of the electronic camera."

HUMOROUS INTRODUCTIONS FOR EMCEES, compiled by Lawrence M. Brings. T. S. Denison & Co., 321 Fifth Ave. So., Minneapolis 15, Minn. 404 pp. $4.50.

PREPARED largely for the non-professional master of ceremonies, the man who occupies this position only on rare occasions, this collection of introductions runs the gamut from introducing an acrobat to introducing a woman driver and from emceeing an army buddies' reunion to a writers' guild meeting.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.

ONE FOR 7 DOLLARS

name title

company

street

city zone state

Sign gift card

TWO FOR 13 DOLLARS

name title

company

street

city zone state

Sign gift card

THREE FOR 19 DOLLARS

name title

company

street

city zone state

Sign gift card

FOUR FOR 25 DOLLARS

name title

company

street

city zone state

Sign gift card

LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$.....enclosed ☐ Bill me in January

name title

company

street

city zone state

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

An "Island Market"

Serving
SOUTH BEND - ELKHART

1st in Home Ownership

1st in Per Family Income

1st in Per Capita Income
Sales Management 1955

FIRST IN THE STATE!

Rediscover this valuable growing midwest market.

★ Total UHF sets 176,700
★ Total Families 206,600
★ Total retail sales $783,927,000
★ Total effective buying income $1,165,620,000

NBC
Represented Nationally by
MEEKER TV

WNDU·TV
CHANNEL 46

OPEN MIKE

The Caller Called

EDITOR:

In these times, when a station operator takes pen in hand to defend a network it's sort of unusual. On the other hand, when Raymond Spector uses the words "arrogant, callous and brazen" [B•T, Nov. 14] to describe NBC, it's irresistible.

It might be a good idea for Mr. Spector to take a reading on his own linens for cleanliness. If he really wants to know exactly what the words "arrogant, callous and brazen" mean, he should play the role of a salesman and make a call at the Raymond Spector Agency on Park Avenue. He undoubtedly would find out quickly why so many radio and television stations prefer *not* to do business with Hazel Bishop.

Allen M. Woodall, President
WDAK Columbus, Ga.

Agency Appreciation

EDITOR:

A sincere word of congratulations on your "Radio's One-Book Reference Library" advertisement.

It was smartly designed and certainly very effective.

Tom Slater, Dir. Tv, Radio & Film Dept.
Fuller & Smith & Ross Inc.
Cleveland, Ohio

[EDITOR'S NOTE: Mr. Slater is referring to an announcement ad for the 1956 BROADCASTING Yearbook-Marketbook (B•T, Oct. 31). The 22nd consecutive radio edition, now in work, will be published in January. Copies will be available at $3.00, unless already ordered as part of your current subscription. Complete subscription information appears on page 10. For space availability lease call your nearest B•T office.]

Individual Initiative

EDITOR:

May I second the letter by Ben Strouse [B•T, Nov. 21] saying it would be an "extremely serious mistake for any spokesman for radio to even suggest that the FCC limit the number of radio licenses." His comment and mine were prompted by Henry Clay's Des Moines speech which, in other aspects, stated some principles important to the future of radio [B•T, Nov. 14].

I believe one of the things which makes us distinct from common carriers is the competitive nature of our industry. Competition is one of the elements of the American economic system which keeps all of us producing the best product we can.

If we didn't keep the door wide open for changing competition in our industry, we would be opening another door to government control of those things best left to individual initiative . . .

Daniel W. Kops, V.P. & Gen. Mgr.
WAVZ New Haven, Conn.

Over-Commercialism

EDITOR:

Harold Fellows was incorrect . . . when he inferred that the code proposed by the National Society of Television Producers was motivated by "over-commercialism" [B•T, Nov. 21]. This is a classic instance of separating a quotation from its context. The National Audience Board was invited to participate in a code discussion because the Society evidently felt there were good and sufficient reasons for a code. The letter of invitation was received two weeks before I wrote my message to the distinguished producer groups.

The term "over-commercialism" was itself qualified in several respects: I said, "In fairness let us say that the problem of too many commercials is almost always encountered at the local level," and "the industry, recognizing the problem, has set up very stringent requirements as to the number of commercials that can occupy any given time segment, but this provision has never been properly enforced," obviously referring to the existing NARTB Code. I believe this should resolve the doubt in Mr. Fellows' mind.

Peter Goelet, President
National Audience Board, Inc.
New York

An Australian View

EDITOR:

As general manager of Radio 2UE (Sydney) Pty. Ltd. operating a commercial radio station in Sydney, Australia, and chairman of Directors of Country Broadcasting Services Ltd. operating two rural radio stations in Australia, I am at present studying radio and television trends in Canada and the United States of America. This study had been all the more essential because my organization has an interest in a company which will be operating one of the two commercial television stations in Sydney next year.

One of my assignments has been to learn how tv operation has affected radio listening and radio station revenue and what steps are being taken to combat any adverse effects.

I therefore read with a tremendous amount of interest two recent feature articles in your publication—one a report on "Radio in 1955" [B•T, Sept. 19], and the second an interview with Mr. Robert W. Sarnoff, "Why Radio Must Adapt or Die" [B•T, Oct. 31]. The material contained in these two features, which had not reached Australia when I left, was most informative and gave me the answers to many questions on the subjects I was studying. The report of the interview about *Monitor* was very enlightening and I would like to extend my congratulations and thanks to the person responsible for it.

As a regular reader of B•T during the 25 years I have been associated with commercial broadcasting, I cannot recall any material which contained so much valuable food for thought in connection with the Australian radio picture as these two features do.

J. E. Ridley, Gen. Mgr.
Radio 2UE, Sydney, Australia

Quick Clip

EDITOR:

Had intended, on my return to the office Monday, to reduce my remarks—at our first annual membership meeting—to writing.

However, B•T's account of our meeting [B•T, Nov. 14] was so thorough and complete that I merely clipped your article to save the time.

Oliver Treyz, President
Television Bureau of Advertising
New York

Hits the Spot

EDITOR:

Please allow us to yell "Bravo!" for your editorial entitled "We'll Sit This One Out" [B•T, Nov. 14] . . . It just about hits the spot. Please forward us a second copy of the issue or supply us with a tear-sheet of the editorial page. . .

Luther W. Martin, Gen. Mgr.
KTTR Rolla, Mo.—KSMO Salem, Mo.

Win a Year's Supply of Corn Country T-Bone Steaks in KMA's Pre-Pulse Contest

Pulse recently conducted a radio listening-area survey in 23 Iowa, Nebraska and Missouri counties in the center of KMA's half-millivolt, which is shown on the map below. The survey was conducted Monday through Friday on a 6 a.m. to 12 midnight basis. No one, including KMA personnel, knows the results. The figures are being tabulated right now. We want you to make a prediction on the highest quarter-hour Pulse rating and share-of-audience. You will have a chance to win one of 32 wonderful prizes.

THE PRIZES

GRAND PRIZE—A year's supply of cornfed, Corn Country T-Bone Steaks sent to the winner, 10 pounds each month for a year.

SECOND PRIZE—$100 in Cash.

THIRD PRIZE—One dressed, cornfed Iowa Turkey each to the next five winners.

FOURTH PRIZE—One wheel of Iowa State assorted cheeses each to the next 25 winners.

HERE'S ALL YOU DO

On your agency or company letterhead, simply tell us—FIRST, what will be the Pulse rating for KMA's most-listened-to quarter-hour segment. SECOND, what will be KMA's share of audience for that period. Judges will select winners first on the basis of the initial question. In case of ties, judges will choose prize winners on the basis of the nearest correct answer to the second question.

CONTEST RULES

1. All entries must be postmarked before midnight, Friday, Dec. 9, 1955.
2. Any advertiser, agency, or member of their staff is eligible. Members of May Broadcasting, their agency, the national reps (Edward Petry & Co., Inc.), and employees of Pulse, Inc., are not eligible.
4. Only one entry per person.
5. Mail entry, at once, to

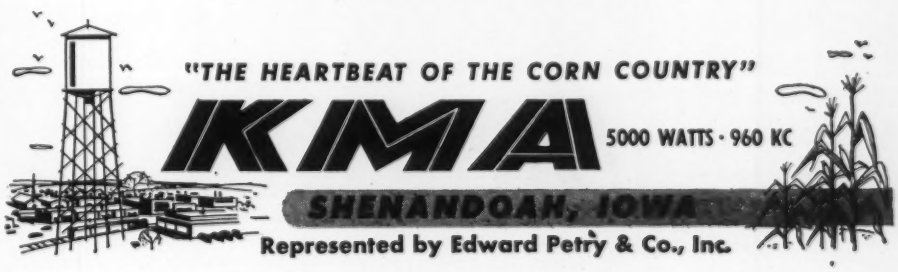
PULSE PREDICTION, RADIO KMA, SHENANDOAH, IOWA.

KMA'S .5 M.V. PRIMARY MARKET*

Population	2,859,300
Radio Homes	817,379
Retail Sales	$3,081,010,000

*SM-SRDS Estimates

Get Your Pulse Prediction in the Mail at Once



Our Jo Ann sings too, and sings mighty pretty. Difference is, she sings to older folks than that other one.

Yessir, our Jo Ann makes mighty pretty music, along with lots of others on WMAZ-TV's new hour and a half daytime show. Call it a local "spec," or even the "burnt toast of the town," Middle Georgians are CRAZY about "Teavie's Town and Country."

That's it: "Teavie's Town and Country," with our Uncle Ned as emcee, and all his Hayloft Jamboree gang for the "country" part of the show. We've

got a great new gospel singing group in it, called the Sego Brothers, who are signing 'em right into the aisles. And of course, our Jo Ann sings those wonderful pop songs in a sort of a "town" way, with Ernie Daulton at the citified organ too!

It's all fun, and a great show to sell most any product! It'll sell yours! Hurry and get all the details from Avery-Knodel . . . and SELL here in Middle Georgia.

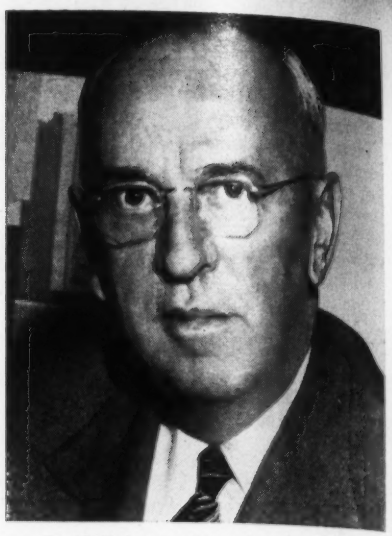
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to EARL JOSEPH HUDSON



SHOWMANSHIP is the quality which American Broadcasting-Paramount Theatres Inc. feels is the essential attribute for the vice presidency of the Western Division of ABC.

This explains why Earl Joseph Hudson may be found in that post, guiding the network program and business affairs of the Western Division's owned-and-operated KABC-AM-TV Los Angeles and 60 radio and 24 television affiliates in 11 western states.

Journalist, publicist, pioneer movie producer and administrator, former radio and television advertiser, Mr. Hudson enjoys a depth of "showmanship" experience which few other West Coast network executives have at their command to help instill creative thinking and originality in day-to-day operation.

Mr. Hudson acknowledges television's great impact, because it can reach the great mass of the American public at one time in the privacy of their home. But he feels the medium's greatest challenge to be constant improvement of program quality, because as initial "novelty" wears off the public will become more selective, as it has in the older media. Quality must be acceptable now, even with the great volume of programs produced, he notes, or the public would be doing something else rather than watching tv so many hours of the day.

Mr. Hudson believes the coming marriage of Hollywood movie interests and tv will release much-needed creative capacity to the new medium, which is burning up program material at an unprecedented rate and may find a place for the movie policy of repeat showings.

Radio has become the intimate, personal medium of entertainment, Mr. Hudson observes, the constant companion of each individual throughout the day. "There is one tv set in the home," he says, "but there are two, three or four radios and another in the car." Radio will always be a strong sales force "beyond question," Mr. Hudson affirms.

Born May 11, 1892, in Elgin, Ill., where he attended public grade school and high school, Mr. Hudson as a youngster had to walk the straight and narrow. His father, "to put it in Park Ave. language, was a law enforcement officer."

He found boxing and football the best outlet for excess energy—whatever was left after working as high school correspondent for the *Elgin Daily News* (now the Copley interests' *Courier-News*). "I found I could meet more girls faster that way," he recalls.

For a short time he attended the Elgin Academy, junior college, but soon preferred working full time as reporter for the *Daily News*. By 1912 he was in Chicago as police reporter for the City News Service, followed by special feature assignments for Associated Press.

Mr. Hudson entered the motion picture business in 1914, just as that industry was emerging with the full-length feature product known today He joined the publicity department of Universal Film Mfg. Co. in New York City. He advanced to national director of publicity and public relations at Universal before switching to the advertising and publicity department of First National Pictures in 1917, shortly after its formation. Subsequently he became executive assistant to the general manager and in 1922 was named manager of production. He organized and had charge of First National's Hollywood studios, turning out 40 to 50 features a year, until 1928, when he joined Metro-Goldwyn-Mayer as producer.

These years saw the struggle of the giants for survival in Hollywood. By 1930, he recalls, "I decided I had had enough. In fact, I began to develop a few ulcers. So on the advice of a couple of doctors I decided to get out of it and take a gentleman's job."

Returning to New York, he was asked to become publisher of *Moving Pictures News*, a trade paper then newly merged into a business paper group published by the Angus Co. In a short time he was named vice president and general manager of the parent firm.

Mr. Hudson's first association with Paramount came in 1934 when he was sent to Detroit on a six-month assignment to help reorganize certain departments of its subsidiary theatre circuit, United Detroit Theatres Corp. The six-month project lasted until 1953.

Soon after Mr. Hudson's arrival at United Detroit, further corporate reorganization saw George Trendle, operator of WXYZ Detroit and WOOD Grand Rapids and former substantial stockholder of the theatre chain, brought back to the presidency of the circuit. Mr. Trendle named Mr. Hudson as his executive assistant.

When Mr. Trendle resigned in 1939, Mr. Hudson became general manager and the following year was elected president of United Detroit. He continued in both capacities until FCC approval of the merger of United Paramount Theatres and ABC in 1953, when he was transferred to his present ABC Western Division post.

Mrs. Hudson is the former Margaret Chisholm of Jersey City. They were married in 1920 and have three grown daughters, Margaret and twins Dorothy and Pearl, all now with homes of their own.

The Hudsons have their home in Beverly Hills. Although he is not a joiner, Mr. Hudson is active in the United Cerebral Palsy Assn. of Los Angeles County. Nor does he have a variety of avocations. "I spend most of my free time doing a great deal of reading," he says, "and the rest monitoring television and radio."

NOW FULL POWER!

KSLA

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA's top-notch local programming.

23 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 23 months of telecasting to its credit.

Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA'S 316 KW Market Picture

Population	1,178,450
Households	311,235
Shreveport Mkt. Circ.	150,830*
Spendable Income	$1,275,069,000
Income per household	3,411
Retail Sales	$ 876,193,000

Source: SRDS 1955 Consumer Markets *TELEVISION MAGAZINE

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

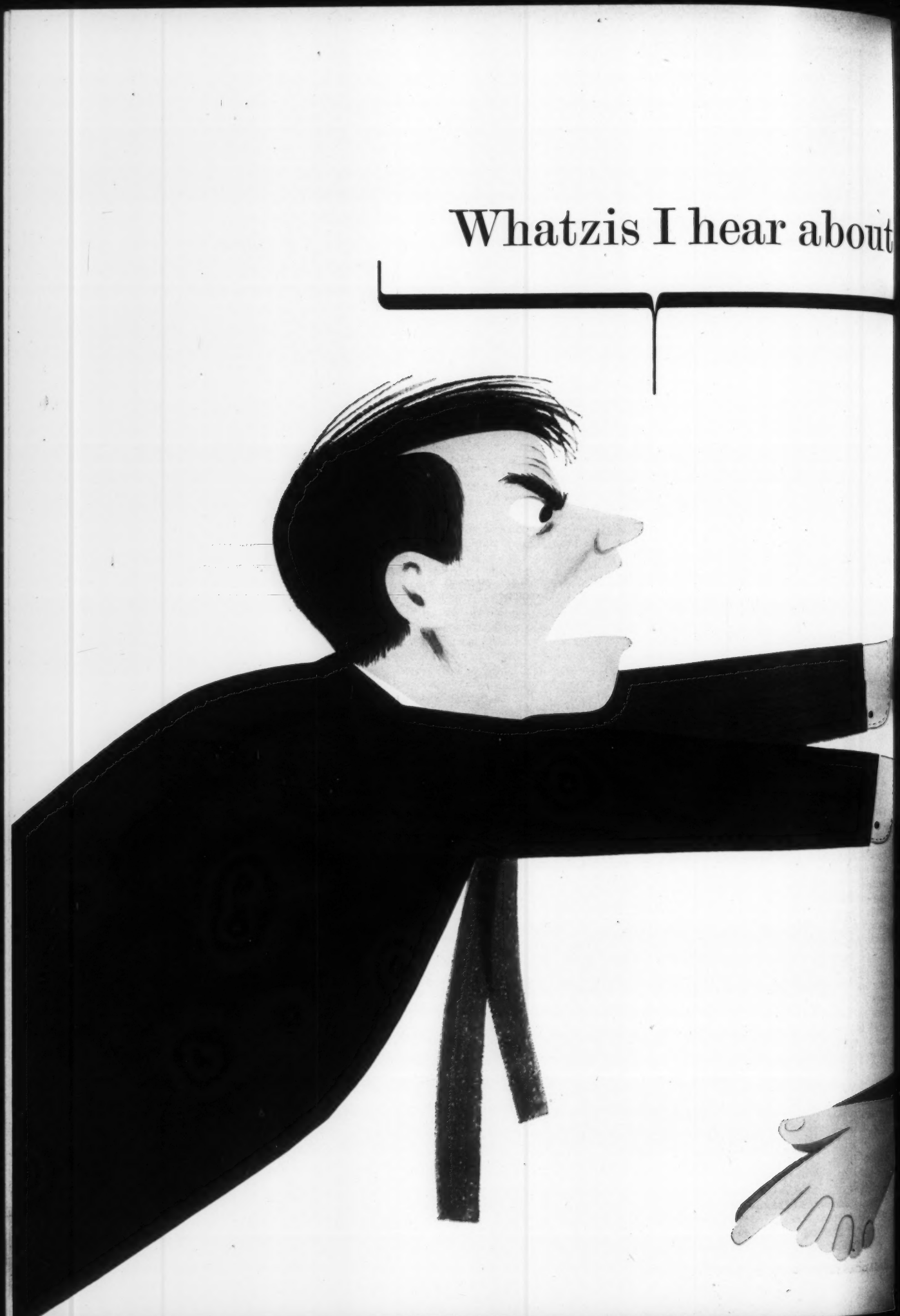
PAUL H. RAYMER COMPANY, INC. National Representatives

New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC


Whatzis I hear about

out "Panorama Pacific"?

Yep. Just added the two big Northwest markets, Portland and Seattle-Tacoma. *Now 91% of all West Coast television families* are within reach of the Coast's favorite morning show, on the CBS Television Pacific Network.*

*"Panorama Pacific" is seen on KNXT Los Angeles, KPIX San Francisco, KFMB-TV San Diego, KOIN-TV Portland, KTNT-TV Seattle-Tacoma, 8-9 am Monday-Friday (also 7-8 am on KNXT, KPIX and KFMB-TV only). For details and availabilities, call the CBS Television Pacific Network or CBS Television Spot Sales.

✓CHECK

BEFORE YOU BUY

RADIO IN HOUSTON

For over SEVEN years the leading independent radio station in Houston has been

K-NUZ

✓ LOWEST COST PER 1000

✓ FIRST IN PERSONALITIES

✓ FIRST IN NEWS

✓ LEADS ALL LOCAL STATIONS IN RATINGS ALL THE TIME MOST NETWORK STATIONS TOO!

NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JA. 3-2581

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

PHELPS JOHNSTON

on all accounts

FOR THE many advertising executives who insist that television is "pricing itself out of the market," there are others who claim that advertisers are buying tv "right out of the market."

The latter view is held and expressed by Phelps Johnston, vice president and account supervisor of Campbell-Mithun Inc., Chicago. A veteran of 18 agency years, he also is co-manager of the agency's Chicago office and has been closely identified with all media, including radio and television.

For the past two years Mr. Johnston's most intimate working association has been with the fast-thriving American Dairy Assn., which account he supervises. From modest initial outlays, American Dairy has grown into a $5 million advertising account the past few years, with roughly two-thirds of it in broadcast media.

Mr. Johnston describes the association as "just about the only grass-roots organization of its kind today." Its current broadcast properties are part sponsorships of *Disneyland* and *The Lone Ranger* on ABC-TV. A new addition: *The Best of Bob Hope*, a transcribed half-hour radio show placed on a spot basis.

Mr. Johnston is a native of Cheyenne, Wyo. (born May 24, 1914). He was graduated from Northwestern U., Evanston, Ill., in 1935 with a bachelor of science degree in journalism (as was his close friend, colleague and other co-manager, Bowman Kreer). He worked for Montgomery Ward & Co. in mail order sales until March 1937 when he joined BBDO, Chicago, as a copywriter. He was one of three men who opened that agency's San Francisco office in June 1940, staying on as copy chief.

After nearly four years of military service (principally as a Japanese language officer in military intelligence), Mr. Johnston returned to BBDO's Chicago office in early 1947 as copy group head, remaining four years. He became creative director of Campbell-Mithun Inc. in February 1951 and was elected vice president in 1952. The following year he was named supervisor on the American Dairy account.

As co-manager of the Chicago office, Mr. Johnston shares responsibility for such accounts as John Morrell & Co. (meats), First Federal Savings & Loan and Mishawaka Rubber & Woolen Co. (footwear).

Mr. Johnston married the former Sibyl Winser (same NU class of 1935) in 1937 and they have one son, David, 10. The Johnston home is in the Chicago suburb of Glenview.

WOMEN *Believe* CONNIE COOK

BECAUSE she is a college "home ec" graduate, wife, mother and (youngish) grandmother.

BECAUSE in a area where agriculture is king, she spent several years as 4H Club leader.

BECAUSE she had practical retail selling experience as department manager in one of Nebraska's biggest stores

BECAUSE she is with a Meredith station and has access to the files of BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

BECAUSE she has been a radio and television broadcaster in the Midwest for many years.

Because they believe Connie Cook WOW-TV Land women buy the products she air-sells. Some of her success stories:

A detergent showed a sales gain of 76%.

A Chinese food gained 40%.

A canned vegetable gained 15%.

A canned pie filling sold 11 carloads in 120 days.

FRANK P. FOGARTY
Vice President and General Mgr.

WOW-TV
CHANNEL 6 OMAHA

MEREDITH STATIONS are affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	TV Channel 6 NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

The Giant of Southern Skies

Offers Participations in Two Outstanding Programs

"MY LITTLE MARGIE"

Mondays thru Fridays
4:00-4:30 P.M.

Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"

Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite

The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

WFBC-RADIO (NBC Affiliate)
is Represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

MILESTONES

► KXLY Spokane, Wash., marked its 33d anniversary.

► WKBW Buffalo, N. Y., has passed its 30th birthday.

► ROGER WAYNE, WHLI Hempstead, N. Y., music director, celebrated his 30th anniversary in broadcasting.

► BOB DeHAVEN, WCCO Minneapolis-St. Paul personality, celebrated his 25th year in radio.

► J. WALTER THOMPSON PTY. LTD., Sydney and Melbourne, Australia, celebrated its 25th anniversary last Friday as the largest advertising firm on the continent.

► JOHN CAREY, commercial manager of WIND Chicago, has completed 20 years of service there.

► NBC newscaster CLIFTON UTLEY celebrated his 20th year under the sponsorship of Chas. A. Stevens & Co. with a special program on WMAQ Chicago.

► WWDC-AM-FM's Art Brown marked his 20th year in Washington, D. C., radio.

► GRAEME ZIMMER, national sales director of the Rollins Broadcasting Co., Inc., begins his 15th year in radio.

► J. C. KERLIN is beginning his 12th year as the reporter of *What Goes Here*, daily on WGBF Evansville, Ind.

► WCAU Philadelphia is beginning its *Career Forum*, Freedoms Foundation award-winning series, for the 11th consecutive year.

► WTIC Hartford's weekly *Your Box at the Opera* completed its 10th year on the air.

► CKVL Verdun, Que., marked its ninth birthday.

► WXYZ-TV Detroit began its eighth year of telecasting.

► WBAP-TV Ft. Worth celebrated its seventh birthday.

► WGCB Red Lion, Pa., is beginning its sixth year on the air.

► KRWC Forest Grove, Ore., completed its fifth year Nov. 17.

► THE U. of Maryland medical school's *TV-MD* program has begun its fifth year on WBAL-TV Baltimore.

► WISN-TV Milwaukee celebrated its first birthday with a series of special programs.

► KUON-TV, U. of Nebraska's educational station, celebrated its first birthday.

► GEORGE CHRISTIE, WFEA Manchester, N. H., commercial announcer, marked his 70th birthday with a special celebration last month.

CBS Club Adds Members

SIX NEW MEMBERS were welcomed to the CBS 20-Year-Club, Hollywood, at the organization's 1955 annual luncheon, held in the film capital. They are George Moskovics, KNXT Los Angeles executive; Allen Parr, CBS television program entertainment administrator; Fletcher Wiley, Housewives Protective League; Lud Gluskin, general musical director, Hollywood; George McCaughna, director of building maintenance and service, CBS Radio, and Fritz Metz, staff orchestra.

15 OUT OF THE 15

HIGHEST RATED PROGRAMS IN DALLAS ARE ON KRLD-TV . . .

according to the latest Telepulse ratings for Dallas just released, which includes *All 4* Dallas and Ft. Worth television stations. Survey week was October 5 through 11.

HERE THEY ARE!

By independent survey the people of Metropolitan Dallas made their choice and made these KRLD-TV shows DALLAS' MOST POPULAR ONCE-A-WEEK PROGRAMS.

1. $64,000 Question
2. I Led Three Lives
3. The Line up
4. December Bride
5. I Love Lucy
6. Studio One
7. Four Star Playhouse
8. Ed Sullivan Show
9. Red Skelton
10. Person to Person
11. Live Wrestling
12. Playhouse of Stars
13. Hitchcock Presents
14. What's My Line
15. Crusader

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

552,740 TELEVISION SETS

APPROXIMATELY MID-DECEMBER

You Always See More On

KRLD-TV The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
CBS IN INDIANAPOLIS
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CBS IN INDIANAPOLIS

in every
television market there
is one dominant station
...in Indianapolis
that station is

WISH-TV
channel **8**

CBS TELEVISION

BROADCASTING TELECASTING

November 28, 1955 Vol. 49, No. 22

FCC CIRCLES THE TARGETS FOR NETWORK PROBE STAFF

First order from four-man Commission committee sets out ten areas of investigation for Dean Barrow's guidance. Among them: ownership, affiliation policies, non-broadcast interests of network owners, representation, economics of broadcasting in terms of station and advertising potentials.

THE FCC last week issued a staff directive launching a network investigation which threatens to be the toughest in 15 years and to embroil advertisers, agencies, station representatives and talent.

Order No. 1 was issued to its special staff by the Commission's four-member network study committee. The staff was told to look into, among other things, network affiliation policies, program production and distribution, station representation, common ownership of radio and tv networks, multiple ownership of stations, the economic potential of advertising-supported broadcasting, availability of national advertising for network and spot broadcasting.

Each of these subjects was ordered to be investigated as a factor in the "opportunity for and the economic feasibility of" competition in network operations.

The list of subjects raised an immediate reaction from network officials—all of whom spoke freely, but anonymously. Among the radio-tv networks, official reaction ranged from "outrage" to matter-of-fact acceptance to boredom.

The order was issued by the FCC network study committee. This comprises Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer.

These four commissioners met only two weeks ago with top echelon executives of the four radio and three tv networks [B•T, Nov. 21]. Representing the networks at that meeting were Brig. Gen. David Sarnoff and Sylvester L. (Pat) Weaver, NBC; Frank Stanton and Richard S. Salant, CBS; Robert E. Kintner, ABC, and John Poor, MBS executive vice president.

The steam behind the FCC's network study comes from Congress, particularly the Senate. Powerful members of the Senate Interstate & Foreign Commerce Committee have given the FCC an "or-else" mandate to come up with a thorough report on network operations, particularly as they affect the present discrepancies between uhf and vhf station economics.

In a statement issued with the initial network investigation order, the FCC put the basis for the investigation in these words:

". . . the network study will concern itself with the broad question whether the present structure, composition and operation of radio and television networks and their relationships with their affiliates and other components of the industry, tend to foster or impede the maintenance and growth of a nationwide competitive radio and television broadcasting industry."

The Commission warned that as the study goes forward other "necessary" areas of inquiry will be added.

The network investigation was authorized by the first session of this Congress, with an $80,000 appropriation. This authority expires June 30, 1956. It followed a Senate Commerce Committee hearing on the uhf-vhf problem last year under Sen. Charles E. Potter (R-Mich.) and the issuance of special reports on the problems of television by Harry M. Plotkin and Robert F. Jones.

Mr. Plotkin, former FCC assistant general counsel, called for an overhaul of network-station relations—including the elimination of option time, exclusive affiliations, network spot sales for affiliates, and the study of such subjects as AT&T line charges, multiple ownership rules and the possibility of prohibiting common ownership of radio and tv networks.

Mr. Jones, former FCC commissioner and former Ohio congressman, called for a further study of the entire tv question, but implied that networks should have a more uniform affiliation policy. One of Mr. Jones' requests was for financial information on file with the FCC. The FCC balked at furnishing this, but after receiving Justice Dept. approval agreed to turn over its data to the Senate committee.

Mr. Plotkin had been appointed as Democratic counsel in the Senate committee's study. When the composition of Congress changed from Republican to Democratic in the 1954 elections, he thus became majority counsel. Mr. Jones, appointed as Republican majority counsel was the minority counsel when the reports were issued early this year.

Mr. Plotkin's recommendations had the implied support of Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Sen. John Bricker (R-Ohio), ranking Republican committeeman, supported Mr. Jones' document. Sen. Bricker is also the author of a bill (S-285) to give the FCC authority to regulate the networks.

Under present law, networks as such are not under the jurisdiction of the FCC. However, the Commission has been able to bring some weight to bear on network operations through its control over station operations. The Commission enforces its network rules through the stations affiliated with or owned by networks.

The last network study was undertaken in 1938 and culminated in the 1943 Chain Broadcasting Rules. The Commission was upheld in promulgating these rules—one of which forced NBC to sell one of its two networks, the Blue Network (now ABC)—by the Supreme Court.

The $80,000 Congressional appropriation was

HOW THE STUDY COMMITTEE WAS BRIEFED

HERE are the subjects which the FCC network study committee told its staff to investigate. This text, in exact wording, is taken from Order No. 1.

(a) What has been and will continue to be the effect on radio and television broadcasting of the following:

(i) Ownership and operation of both radio and television networks by the same person, or persons affiliated with, controlled by, or under common control with the same person;

(ii) Ownership and operation of radio and television broadcasting stations by persons who, directly or indirectly, own or operate radio or television networks;

(iii) The production, distribution or sale of programs or other materials or services (including the providing of talent) by various persons, both within and outside of the broadcast industry, for (1) radio and television network broadcasting, and (2) radio and television non-network broadcasting;

(iv) The representation of stations in the national spot field by various persons;

(v) The relationships between networks and their affiliates including but not limited to those having to do with (1) selection of affiliates, (2) exclusivity, (3) option time, (4) free hours, (5) division of revenue, and (6) term of contract;

(vi) The contracting for or lease of line facilities used in the operation of networks by persons who, directly or indirectly, own and operate networks;

(vii) Related interests, other than network broadcasting, of persons who, directly or indirectly, own or operate networks;

(viii) The ownership of more than one radio or television broadcast license by any one person.

(b) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and the economic feasibility of the development of a multiple-network structure in terms of (1) the number of broadcast outlets available, (2) national advertising potential, (3) costs of network establishment and operation, and (4) other relevant factors.

(c) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and economic feasibility of effective competition in the national advertising field between networks and non-network organizations in terms of (1) the number and type of broadcast outlets available, (2) national advertising potential, (3) needs of the advertiser, and (4) other relevant factors.

passed last June. Appointed last September to head the investigation was Roscoe L. Barrow, dean of the U. of Cincinnati Law School. So far the staff consists of Dean Barrow, on a part-time basis, and FCC attorney Ashley L. Bryant and economist H. H. Goldin. Other FCC employes have been called on for part-time assistance.

In addition to the top-drawer meeting between the FCC committee and the network executives, Dean Barrow visited network officials in New York last month. He was accompanied by Harold C. Cowgill, chief of the Common Carrier Bureau.

The Senate Commerce Committee's own investigation of television is scheduled to start Jan. 17. This will be a continuance of Sen. Potter's hearings. There have been rumors that it will be under the direction of Sen. John O. Pastore (D-R.I.), chairman of the Senate commerce communications subcommittee.

The Commission sought for a number of years additional funds to make a network study. During the past few years it has repeatedly sought $200,000 for this purpose. This sum has always been deleted by the Bureau of the Budget.

In discussing the background of the present network investigation, the Commission told of the adoption of its Chain Broadcasting Rules and added:

"However, in the interim, radio network broadcasting has undergone substantial change and television network broadcasting has developed. Moreover, the Communications Act was enacted prior to the advent of television and no amendment to meet problems raised by the growth of this great new industry has been adopted. The Chain Broadcasting Rules applicable to radio were, upon the advent of television, carried over to the television field with little change. No detailed study has ever been made to determine whether radio and television networks are sufficiently similar to justify the application of the same regulatory policies to both media. Nor has such a study been made to determine whether and to what extent Chain Broadcasting Rules have been rendered obsolete by developments in radio network broadcasting in the past 15 years."

The Commission continued:

"A firm factual basis is necessary for a determination as to whether the Commission's rules, in the light of current conditions, are achieving the objectives of the Act and of the Commission's policies under the Act. This appraisal is also necessary to enable the Commission to comment on any proposed legislation in the network field.

"To study the networks," the Commission said, "one must consider not only the networks themselves, but also the interrelation between the networks and their owned stations, affiliated stations, advertising agencies, talent agencies, national spot representatives, producers and distributors of film for television and radio purposes, and the effects of network operations on independent radio and television stations. Only in the context of these relations of the networks with other components of the industry and the public can the adequacy and wisdom of current regulatory policies be appraised."

The attitude most common to network officials last Wednesday afternoon, following the issuance of Network Study Order No. 1 the day before, was that it was not possible to evaluate the issues with any certainty "until we see just what details the Commission actually asks for from us."

One network official said that, generally, he had "no serious quarrel" with the subjects specified by the FCC. He said he did not understand what some of them meant, but that as a whole they are roughly the topics which probably would be included by anybody making up an agenda for such an investigation.

Among the points which this executive said he did not understand were the questions regarding exclusive affiliation contracts (the rules themselves say there can be no such thing as an exclusive contract, he pointed out), free hours (that's pretty far afield, he thought), and leasing of intercity lines.

At another network, at least one official thinks "it couldn't be worse," while some of his colleagues think it's not too bad. The first one pointed out that it's very broad, that it implies the FCC is going to investigate all the subjects raised "in the infamous Plotkin Report," that it looks as if it will be long, drawn-out, and expensive. Those who take a less dim view feel that the Commission has bit off more than it can chew, much less digest; that its $80,000 will run out and it will have to get another appropriation before it can get far into the subjects specified.

Another official described himself as "unimpressed" with the agenda, saying it's "about what you'd expect" and contains "nothing new." He said it leaves him with the feeling that "we've been through all this before." If it took FCC from 1938 to 1943 to develop the Chain Broadcasting Regulations, he asked, how far can the FCC get with this expansive investigation on $80,000?

Some parts of the FCC plan were labeled "silly." One authority said; "If they decree that people can't run radio and television both, then a lot of people will get the hell out of radio in a hurry—and I can't see how the public interest will be served thereby."

There was at least one suggestion that station representation firms join the networks "in presenting a united front" for the sake of the whole industry rather than engage in "internecine warfare in the palace courtyards" over the representation question. There was no indication that representatives as a whole would embrace the idea. Although Station Representatives Assn. declined comment on the entire matter, the whole issue of networks representing stations in the sale of national spot advertising was first brought before the FCC on representatives' complaint. It seems logical that representatives expect to be heard further on the subject.

ADVERTISERS & AGENCIES

PHILIP MORRIS SWITCH TO SPOT BUYS FROM NETWORK TV ANALYZED AT SEMINAR

Thomas S. Christensen, PM brand supervisor and advertising manager, explains his firm still has great faith in tv ability to do certain selling jobs very well, but new cigarette problems created by advent of king size and filter tip competition forced manufacturer to reappraise ad schedule.

DESPITE RUMOR and story to the contrary, Philip Morris & Co. has not changed its high regard of network television as an effective advertising medium, Thomas S. Christensen, brand supervisor and advertising manager, asserted Tuesday.

In a review of the company's policy regarding the air media, with particular reference to its views on spot and network, Mr. Christensen told a group of timebuyers and time salesmen at a Radio & Television Executives Society seminar in New York, that "tv does an excellent and important job and its future use [by PM] will depend on its need at the time."

Mr. Christensen stressed that Philip Morris has not "given up" network tv. "The time will come," he said, "when the individual brand" among those PM produces will be able to carry its own budget for network tv.

Philip Morris at present has three brands on the market: Philip Morris (regular and king size), Parliament (regular, filter and king size filter) and Marlboro (filter tip).

William Dollard, Young & Rubicam media buyer for General Foods' Jello, General Cigar Co.'s White Owl cigars and Drackett Co. (Windex, Drano), also spoke at the seminar, basing much of his talk on actual experiences (especially with Drackett and White Owl) in buying air media.

Mr. Christensen, who was billed as a speaker on the seminar's topic: "Techniques of Using Network and Spot," coined the title: "Why Was Philip Morris in Network and Why Is It Now Concentrating on Spot?" In reviewing the company's reasons, Mr. Christensen expanded on remarks made last spring at the NARTB convention [B•T, May 30].

Here is the Philip Morris story as summarized from the Christensen talk:

Basically, PM for some years was a one brand company and up to about two years ago operated its marketing and/or advertising budget accordingly. Two things worked to upset this *status quo*: (1) the rise of the king size cigarette, beginning in 1951 and (2) the appearance of the filter cigarette as "an increasingly important" factor.

Since PM did not want to be "left behind" its competitors, two courses of action were decided upon: (1) introduce a king size Philip Morris as an addition to the regular size pack, and (2) proceed with plans for filters, encompassing (a) development of one of PM's own (introduced as Marlboro) and (b) because some other cigarette companies were ahead, to acquire a filter cigarette quickly (acquired Parliament by merging with Benson & Hedges). Thus, Philip Morris soon found it was a three-brand rather than a one-brand company.

Philip Morris was one of the early network tv advertisers, starting with spot in 1947 and graduating to its first ty network venture in 1948 to see if the medium could do anything for PM's advertising-marketing aim.

By 1952, tv costs (not "costs per thousand") grew to such an extent that the company undertook its first revision: dropped its spot tv and retained its network program franchises, particularly the *I Love Lucy* show with its high ratings and audience delivery.

Despite growing costs, network tv, which continued to reach more people, still could be used advantageously to further advertising aims for one brand. But PM found it had three products to sell with each demanding equal attention from the marketing budget. At that

point PM's advertising policy came under an "agonizing reappraisal."

This is what PM's study uncovered: in sticking with network shows, PM had to advertise for each of the brands on the individual shows, throwing one brand against another, thus adding house competition to that from the outside. "A vast proportion" of PM's marketing dollar was tied into network shows. Marlboro, just introduced, was being distributed market by market. This type of expansive marketing did not lend itself to network advertising but needed the flexibility of spot that would coincide with the spreading introductory campaign rather than be "locked in by rigid network station lineups."

Philip Morris had its national distribution. But compared to the network lineup a smaller number and the more important markets had to be reached with greater frequency. Tv was seen as the important "backstop" to blanket coverage.

Parliament (which now buys no tv spot) did not have a budget big enough for a network show and was being aimed for a very few large metropolitan markets. But the cigarette brand still has tv in its future.

Mr. Christensen amplified the PM story further as a result of a question from the audience asking how one could reconcile these two facts: what seemed to be a "most popular" program on tv (*Lucy*) and PM's increasing sales loss at the time.

In answer, Mr. Christensen stressed activities of PM's competitors. He said that a big audience show like *Lucy* did not necessarily mean that PM was reaching more people on a weekly basis than other tobacco firms, citing, for example, the weekly audience obtained by R. J. Reynolds Tobacco's *News Caravan* that was on tv five times weekly on behalf of Camels (*Caravan* now has an alternating sponsor). To add to this, he said, some other firms (he did not designate which) have "fatter budgets" and that a single show's rating did not tell all the story. He noted, also, that certain cigarette companies sponsor a "number" of network tv shows. The sales losses, he said, were traceable to the sudden appearance of king size and filter type brands among competitors and before PM entered its own competing products on the market, adding that certainly sales losses reflected "no discredit on tv or network tv."

MR. CHRISTENSEN

He replied to a query on whether network participation programs (radio in particular) which have "invaded" the spot field were "legitimate business." It seemed to him that this was an attempt to take away some spot business as the questioner had implied but that he would assume this was "legitimate" so long as stations accept this type of program from the networks. Philip Morris uses them and will continue to do so," Mr. Christensen said.

According to Mr. Dollard, the type of campaign—whether it is to be spot or network—"starts with the product" and hinges on how much money the client wants to spend and what he wants to obtain for his product.

Mr. Dollard pointed up that Drackett bought radio for years on a low frequency schedule. That schedule included 65 markets throughout the country with two or three spots per week in smaller markets and up to six spots weekly in the larger markets. Drackett has since changed its buying to tv film spots and minute transcriptions including jingles.

Mr. Dollard said Drackett formerly used homemaker shows in selected markets, combining integration of commercials with the program's script and the endorsement of a local personality—services which proved successful. He said that a Y & R staff was responsible for keeping copies of scripts plus other reports on programs as the basis for an overall report presented to the client.

He said there were values in both spot and in network, depending on what type of job has to be done for the advertiser. These values he outlined as:

NETWORK. Prestige, economical coverage, merchandisable program, identification through use of nationally known talent, best time periods, best rated shows.

SPOT. Short term commitment, adaptability to meet local problems and to distribute weight as needed, use of dominant station in each market, local personality, impact on local level, flexibility in selecting time in each market.

Making Money at 9 a.m. Sunday

ALL TIME is good time on television.

Good programming will attract a good audience at any time of the day, any day of the week, even at such a supposedly "dead" hour as 9 o'clock of a Sunday morning.

Good commercials will turn the good audience of that good program into good customers for the sponsor.

Proof of this tv maxim comes from WNBK (TV) Cleveland, which scheduled *Mary Holt's Spirituals*, live music program of hymns, spirituals, semi-classic standards and nationality favorites, featuring choirs and soloists from churches of all faiths and conducted by an attractive young lady of dignity and taste in the 9-9:30 a.m. Sunday period. More proof is provided by Shaw's Jewelry Co., Cleveland store which in October assumed sponsorship of the program.

At the end of the first month, Ed Bobrick, manager of Shaw's, wrote WNBK that "even though this is a public service type show and at one time we at Shaw's were worried about the early Sunday morning slot in which it is being televised, now our fears have been turned to joy and satisfaction of a good show.

"More than having a good show, *Mary Holt's Spirituals* has created a tremendous amount of business for Shaw's. For example, in one week we sold 45 watches, priced at $59,95. Our watch repair department, with the free lighter offer, has brought hundreds of people bringing their watches in to be repaired, which ultimately led to other sales of merchandise to these people. . . .

Spirituals & Salesmanship

"This is one of the most successful advertising endeavors Shaw's Jewelry Co. has ever gone into. . . ."

Major Radio-Tv Budget Set for RKO Movie

APPROXIMATELY one-third of a $1.3 million advertising and exploitation budget will be allocated to radio and television for a campaign promoting RKO Radio Pictures' new motion picture, "The Conqueror," it was announced last week by Walter Branson, vice president in charge of distribution for the company.

Terry Turner, special consultant for radio-tv exploitation on the picture, told a news conference in New York that the project involves the first use of a network to advertise a motion picture. The advertising campaign will use Mutual's 586 stations, plus the five key tv stations of General Teleradio Inc. and some 30 other ABC-TV, NBC-TV and CBS-TV outlets.

A promotional phase of the campaign will center around premieres of the picture in some 30 cities in countries around the world. Five-minute films and tape recordings of the premieres, designed for programming on women's, special events and news shows, will be made available for use on radio and tv stations.

As "The Conqueror" is planned for early spring release, the advertising campaign on radio-tv and other media will be launched the end of February. The agency for RKO Radio Pictures is Foote, Cone & Belding. The budget is said to be "the largest ever for an RKO picture."

Robert Monroe, Mutual vice president in charge of programs, predicted that this move may be the forerunner of network use by other motion picture companies. Although RKO Radio Pictures is affiliated with General Teleradio Inc., as is Mutual, the network will be available to other film studios who want to promote their productions, Mr. Monroe pointed up.

Described as a "multi-million dollar production," "The Conqueror" was produced and directed by Dick Powell in Cinemascope and Technicolor, and stars John Wayne, Susan Hayward and Pedro Armendariz.

Brand Names Day Extended To Week-Long Campaign

BRAND NAMES DAY, the annual promotion on brand themes conducted by the Brand Names Foundation, will become a week-long campaign next April 15, according to Palmer Hoyt, publisher of the *Denver Post* and chairman of the 17-man planning committee.

Mr. Hoyt also announced that editorial and advertising material for the seven-day drive would be in the hands of radio and television station managers as well as other media heads by late February, and that the foundation's eighth annual Brand Name Retailer of the Year plaques and citations would be awarded to merchants in 24 categories during the Brand Names dinner April 18 at the Waldorf-Astoria in New York.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in September 1955

1.	Procter & Gamble	$3,111,958
2.	Colgate-Palmolive	1,680,003
3.	Chrysler Corp.	1,603,212
4.	General Foods	1,469,867
5.	Gillette Co.	1,271,191
6.	R. J. Reynolds Tob.	1,119,737
7.	American Tobacco	844,141
8.	Ford Motor Co.	837,803
9.	Lever Brothers	818,114
10.	American Home Prods.	730,997

SEPTEMBER PROCTER & GAMBLE OUTLAY UP NEARLY $1 MILLION

PROCTER & GAMBLE Co. spent $3,111,958 for network tv time in September, nearly $1 million more than its outlay for the medium in September 1954, according to Publishers Information Bureau's compilation of network tv gross billings.

P & G that month spanned by nearly $1.5 million its closest contender among the top ten network tv advertisers, Colgate-Palmolive Co. Running nearly even with Colgate was the Chrysler Corp., while General Foods, Gillette and R. J. Reynolds Tobacco also placed over the $1 million mark in gross billings.

A development in September's top ten list was the appearance of another automobile manufacturer, Ford Motor Co., which bought $837,803 in network tv time. Chrysler and Ford combined had a total expenditure for the month of more than $2.4 million, compared to some $800,000 purchased by Chrysler a year ago September when it was the only auto maker cracking the top ten.

Comparing the lineup in the listings last September as against that month in 1954, some positioning radically changed (e.g. Gillette dropped from second to sixth) but eight of the advertisers repeated their appearances. The two changes involved Ford and American Home Products, which replaced last year's General Mills and General Electric Co.

An impressive increase in gross billings per network tv product group appeared in the 22 categories (excluding groups with totals for only one of the months), with all but three scoring gains.

Network tv's gross billing stood at $290,575,813 for the January-September period, as compared with last year's nine month total of $222,671,874. The September 1955 figure topped the total for that month last year by some $7 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JANUARY-SEPTEMBER 1955, COMPARED TO 1954

	September 1955	Jan.-Sept. 1955	September 1954	Jan.-Sept. 1954
Agriculture & Farming	$	$ 39,690	$	$ 91,510
Apparel, Footwear & Access.	137,068	2,291,777	303,763	2,272,504
Automotive, Auto. Access. & Equip.	3,620,443	31,788,387	1,887,372	19,501,924
Aviation, Aviation Access. & Equip.	16,010	92,405	....	....
Beer, Wine & Liquor	691,379	5,615,523	479,809	5,011,318
Bldg. Materials, Equip. & Fixtures	111,530	835,785	77,244	1,052,705
Confectionery & Soft Drinks	451,786	5,436,561	396,654	4,193,902
Consumer Services	112,926	906,495	70,353	623,549
Drugs & Remedies	1,834,077	15,949,529	1,198,565	10,139,533
Entertainment & Amusements	13,141	13,141	8,970	16,210
Food & Food Products	6,444,667	58,280,509	5,393,973	45,694,561
Gasoline, Lubricants & Other Fuels	459,549	3,554,843	252,501	2,274,757
Horticulture	2,041	111,710	....	23,406
Household Equip. & Supplies	2,683,434	22,732,724	2,404,933	18,922,675
Household Furnishings	183,288	1,843,478	337,970	2,897,644
Industrial Materials	422,188	4,849,592	518,465	4,371,740
Insurance	229,738	1,302,228	141,948	1,157,285
Jewelry, Optical Goods & Cameras	325,122	3,255,546	113,358	1,778,438
Office Equip., Writing Supplies, Stationery & Access.	455,711	4,246,013	492,699	3,487,170
Political	....	....	7,975	7,975
Publishing & Media	58,929	545,671	42,723	131,123
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	634,136	6,215,189	369,986	5,525,696
Retail Stores and Direct by Mail	....	10,392	.....	42,345
Smoking Materials	3,498,765	30,836,712	3,432,251	31,250,328
Soaps, Cleansers & Polishes	4,134,367	32,798,414	3,053,872	25,110,911
Sporting Goods & Toys	43,922	89,849	.....	42,502
Toiletries & Toilet Goods	6,299,200	54,601,563	4,853,864	34,391,741
Travel, Hotels & Resorts	40,350	380,850	35,580	729,980
Miscellaneous	154,550	1,951,237	179,349	1,928,542
TOTALS	$33,058,317	$290,575,813	$26,045,177	$222,671,874

Source: Publisher's Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING SEPTEMBER 1955

Knomark Mfg. Co.	$ 64,199
Chrysler Corp.	1,603,212
General Dynamics Corp.	16,010
Joseph Schlitz Brewing	224,460
Johns-Manville Corp.	51,420
Coca-Cola Co.	279,172
Electric Cos'. Adv. Program	82,206
American Home Prods.	701,687
Loew's Inc.	13,141
General Foods Corp.	1,469,867
Gulf Oil Corp.	212,429
Stern's Nurseries, Inc.	2,041
General Electric Co.	475,565
Armstrong Cork Co.	68,950
U. S. Steel Corp.	153,950
Prudential Ins. Co. of America	122,386
Eastman Kodak Co.	166,770
W. A. Sheaffer Pen. Co.	245,595
Crowell-Collier Pub. Co.	36,934
RCA	174,182
R. J. Reynolds Tobacco	1,119,737
Procter & Gamble Co.	2,649,265
Ideal Toy Corp.	36,345
Gillette Co.	1,271,191
Pan-Am. World Airways	40,350
Atlantis Sales Corp.	65,804

DOOR-TO-DOOR SELLING VIA TV COMMERCIALS

THE ADVERTISER'S MESSAGE MUST BE DESIGNED FOR INDIVIDUALS—NOT GROUPS—GREY ADVISES

TV COMMERCIALS without "sell" have got to go, no matter how entertaining, according to the Twentieth Anniversary issue of Grey Matter, *published by Grey Advertising Agency (National Advertisers' Edition, Dec. 1, 1955), from which this article is being pre-printed, slightly condensed.*

WITH the changing tempo of television programming, and the sky-rocketing costs of building and holding huge audiences, the burden of the commercial grows heavier and heavier. Longer shows, more spectacular shows, are running the cost of time and talent to a point where a staggering responsibility is placed on the commercial to make television pay off. And it can pay off handsomely. What's the good of having and holding 55 million viewers by spectacular entertainment and then telling a weak selling story that is made to appear weaker still because it's overwhelmed and overshadowed by the very program on which it rides?

Researcher Horace Schwerin tells us that investigation has demonstrated that commercials for one brand can achieve as much as a 40 to 1 advantage over another brand in their ability to create product preference. An $80,000 show can, therefore, vary in selling effectiveness to the extent of being worth anywhere from $2,000 and up.

At these odds we better take a new hard look at our commercials, dissect them, probe deeply into their vital organs and test the strength of their "sell." No advertiser, large or small, can afford feeble commercials.

Look back at the short, but exciting history of sponsored television. Recreate in your mind the early television commercials. You can tell who the parents were by looking at the children. It is obvious that the tv commercial and its older brother, the radio commercial, were born out of the marriage between the stage and the podium. A poor choice of parents. Don't get us wrong. We love the theatre (movies, too) and are mindful of the importance of the public speaker. But they were poor progenitors for commercials because the theatre and auditorium are places of mass assembly. The actor and speaker talk to an audience. The writers for the theatre and platform visualize an audience. But the commercial is not "audience selling." It's "personal selling."

It would have been better, lots better, if the tv commercial had been the issue of a house-to-house salesman and a retail store clerk . . . born and raised in an environment of personal selling and nurtured by the ingredients of salesmanship.

Before the advent of television, advertisers had long wished for a medium by which they could show and demonstrate their products right in the customers' homes. Along came the new electronic miracle that made this possible in an undreamed-of manner. Yet in our awe and amazement at its wonders many of us forgot that tv is a means of delivering a personal in-the-home demonstration and a selling message to our prospect as an individual. Instead we adopted all the tricks and stratagems of the stage, screen and platform, too often to the neglect of the methods of the in-the-home salesman.

Even though we have before us the effective personal selling of the Godfreys, the Garroways, Allens, Starks, and so many others, there still persist commercials which talk the viewers to death, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise.

Now this is the point where we should like to make it perfectly clear that tv commercials have made tremendous strides toward greater effectiveness. Steady observers of tv programs are aware of it. Schwerin, too, points out that in his studies of over 750 commercials of the 1954 vintage, 50% failed to change the viewer's mind about the advertised product after exposure to the commercial. But there's ground for hope: similar studies of commercials produced in the first half of 1955 showed that only 35% had this failing. Still plenty of room for improvement.

Important differences between the in-the-home salesman and the television salesman are that the customer can't ask questions of the latter and that she can kick him out without being rude by simply twisting a dial.

In a sense this is a positive advantage. If the viewer turns the dial, she's liable to miss the rest of her favorite show. But the commercial can miss the mark if she has even the slightest inclination to turn it off.

Another advantage of the tv salesman is that he can demonstrate selling points of many products not possible in home selling. He can take the customer for a ride in a DeSoto. He can have her look inside a GE dishwasher while it's working. He can make a mouth-watering snack or salad with Kraft Cheese. He can dramatize the strength or lightness of a piece of Samsonite luggage.

But at all times, the vital point to remember is that he is engaged in personal selling and not in audience selling.

Now if you were choosing and training a personal representative to go into the home of the consumer, what would he be like? In planning commercials we must ask the same questions.

To attain a maximum degree of personal selling the commercial must penetrate deeply the consciousness of the viewer as an individual. For it's the reaction of each viewer rather than the mass reaction of the audience that will result in sales. So let's take a brief glimpse at some of the elements of the commercial which contribute to personal selling and which add up to what we at Grey call the Action Ingredient.

1. THE NEED FOR EMPATHY • Many of our psychologists and motivational researchers talk about the need for "empathy" in advertising . . . empathy being "the complete understanding of another's feelings, motives, etc." People really like to associate themselves with other people who are like them. That's the reason for the success of so many good books, shows, movies. Establishing empathy is vital to personal selling.

Why is it so often forgotten in tv commercials?

Does your in-the-home salesman-matinee idol, dressed in a cut-away, establish empathy with the viewer? Does the glamour girl in a backless, strapless gown, demonstrating washing machines, refrigerators, margarine or cheese, establish empathy? Wouldn't he or she be more likely to make a sale in the home by talking to the house wife like her next door neighbor? If your commercial establishes a kinship with the viewer, your chances of personal selling are infinitely greater. More and more good commercials are doing it. Still too few.

2. PERSONIFY THE PRODUCT • When Betty Furness talks to the housewife, she is obviously a saleswoman whom Westinghouse has sent into the home to sell and demonstrate a product. But many commercials rise to the height of incongruity by using characters or people completely out of keep-

MOVIE STARS SELL DEODORANT

THESE THREE (l to r: Coleen Gray, Rochelle Hudson, Joanne Vohs) are believable, says Grey, because of the manner in which they give the testimonial and because they obviously are users of the product themselves.

ing with the character of the product. Somehow or some way the salesman who enters the home via tv must personify the product. What we mean by this is that the commercial personality and the product personality should be identical twins wherever feasible.

3. BELIEVE ME, MRS. SMITH • In personal selling the viewer must actually feel that the commercial really means what it says. Sincerity must shine through every costly second of it. By sincerity we don't mean somberness or dullness. You can be sincere though witty, believable though sprightly, convincing though gay. A ball player who is obviously reading lines, and whose tone, manner of speech and facial expression shout "baloney" right through the words of his commercial, is hardly likely to register belief. The tv seller needs what all good salesmen need: Enthusiasm in voice, in manner, in expression, in the twinkle of his eyes to achieve the most of personal selling.

The pompous orator who says: "Believe me" from the television screen will have less personal selling effectiveness than the regular guy, plain citizen John Jones, rugged and homely, who talks to you as one man to another. Without believability there's no personal selling.

4. I KNOW WHAT I'M TALKING ABOUT • Some of the most seasoned television announcers (male and female) have complained bitterly about the superficial way in which they are asked to do commercials, whether live or on film. They're given a piece of commercial copy and told to recite it (with gestures). Would you send your salesmen into the home without giving them a feeling for your product? Yet too many salespeople are sent into the home via the tv screen and asked to parrot a canned selling script. And it sounds like it, too. If the announcer has no feeling for selling (and many good ones do not) don't use him (or her) no matter how beautiful his voice, clear his diction, and perfect his pronunciation. Unless your personal salesman on the tv screen creates the impression that he knows what he's talking about and feels what he says, you'll never get that personal selling into the commercial.

5. INTEGRATION WITH THE SHOW • When the star is used to give a testimonial it can be effective salesmanship if the viewer can really believe that the star is a user of the product. When the star is used as a salesman, he or she can be effective when thoroughly indoctrinated to give an honest, sincere, believable statement.

The movie stars who have been saying through all these years that they are "Lux girls" are believable. When we at Grey use movie stars to do the "5-Day Deodorant Pad" commercials it is perfectly credible, not only because movie stars, like all other people are users of deodorants, but because of the manner in which they give the testimonial. When Mel Allen puffs his White Owl Cigar, he's believable, as is Frankie Frisch when he drinks Krueger Beer, or Bert Parks, wearing a Van Heusen shirt. (Van Heusen and Krueger are Grey clients.)

6. IMAGINATIVE SELLING • Puppets or cartoon characters can give personal selling an extra dimension made possible by television. Skillfully done, it fires the imagination and helps surround the product with romance and excitement. You have seen it in many good commercials like Ajax cleanser; like the puppet characters from Peter Pan which sold RCA Victor records on the Peter Pan tv spectacular; like Dotty Doeskin, the fawn, which cavorts in Doeskin commercials. Music, too, can add much to good hard "sell." Yes, there is a growing appreciation of the value of music in tv commercials because of the added emotional impact provided by skilfully composed background music . . . that is, when the music doesn't drown out the selling message.

We are making no attempt in this piece to give a formula for a good commercial. We don't believe in formulas. Volumes can be written about techniques, research methods to prove credibility and motivation, coordination between video and audio and other elements of the commercial. But as we have already said, this is not a treatise on commercials. We are trying to establish a principle; that the tv commercial is the blood brother of the in-the-home salesman. True, it's more ingenious, more versatile, more powerful, but it is personal selling as against audience selling.

VIRGINIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
VIRGINIA			
Accomack	1,069	461	43.1
Albemarle	1,818	609	33.5
Alleghany	487	158	32.4
Amelia	963	324	33.6
Amherst	1,157	326	28.2
Appomattox	999	245	24.5
Arlington	16	5	31.3
Augusta	2,891	1,074	37.1
Bath	443	127	28.7
Bedford	3,059	1,072	35.0
Bland	728	208	28.6
Botetourt	1,264	636	50.3
Brunswick	2,650	580	21.9
Buchanan	2,256	296	13.1
Buckingham	1,291	328	25.4
Campbell	2,084	883	42.4
Caroline	1,169	436	37.3
Carroll	3,757	991	26.4
Charles City	301	140	46.5
Charlotte	1,904	359	18.9
Chesterfield	910	508	55.8
Clarke	377	178	47.2
Craig	409	157	38.4
Culpeper	1,128	394	34.9
Cumberland	977	294	30.1
Dickenson	1,682	320	19.0
Dinwiddie	1,636	593	36.2
Essex	613	155	25.3
Fairfax	1,153	842	73.0
Fauquier	1,513	806	53.3
Floyd	2,160	568	26.3
Fluvanna	778	215	27.6
Franklin	2,941	821	27.9
Frederick	1,298	624	48.1
Giles	916	334	36.5
Gloucester	596	219	36.7
Goochland	741	265	35.8
Grayson	2,626	612	23.3
Greene	662	90	13.6
Greensville	1,161	204	17.6
Halifax	4,751	1,241	26.1
Hanover	1,541	747	48.5
Henrico	696	396	56.9
Henry	1,374	553	40.2
Highland	570	108	18.9
Independent Cities*	473	244	51.6
Isle of Wight	1,003	524	52.2
James City	227	99	43.6
King and Queen	764	214	28.0
King George	470	219	46.6
King William	526	242	46.0
Lancaster	446	190	42.6
Lee	3,116	406	13.0
Loudoun	1,438	882	61.3
Louisa	1,371	594	43.3
Lunenburg	1,846	377	20.4
Madison	1,068	259	24.3
Mathews	458	175	38.2
Mecklenburg	3,783	700	18.5
Middlesex	501	152	30.3
Montgomery	1,447	635	43.9
Nansemond	1,306	537	41.1
Nelson	1,277	343	26.9
New Kent	279	125	44.8
Norfolk	791	469	59.3
Northampton	481	342	71.1
Northumberland	751	268	35.7
Nottoway	1,089	392	36.0
Orange	848	334	39.4
Page	1,185	401	33.8
Patrick	2,255	495	22.0
Pittsylvania	5,715	1,831	32.0
Powhatan	599	280	46.7
Prince Edward	1,179	353	29.9
Prince George	685	261	38.1
Prince William	783	456	58.2
Princess Anne	692	375	54.2
Pulaski	940	465	49.5
Rappahannock	583	144	24.7
Richmond	675	252	37.3
Roanoke	1,217	676	55.5
Rockbridge	1,495	451	30.2
Rockingham	3,571	1,152	32.3
Russell	2,355	301	12.8
Scott	3,538	605	17.1
Shenandoah	2,056	643	31.3
Smyth	1,626	434	26.7
Southampton	1,962	728	37.1
Spotsylvania	1,082	466	43.1
Stafford	712	405	56.9
Surry	678	261	38.5
Sussex	1,099	290	26.4
Tazewell	1,531	388	25.3
Warren	476	216	45.4
Washington	4,317	906	21.0
Westmoreland	742	297	40.0
York	239	131	54.8
Wise	1,497	260	17.4
Wythe	1,658	546	32.9
TOTAL	136,416	43,693	32.0

OTHER 36 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June. 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).	Oct. 24, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

* Independent Cities of Virginia: Alexandria, Bristol, Buena Vista, Charlottesville, Clifton Forge, Colonial Heights, Danville, Elizabeth, Falls Church, Fredericksburg, Hampton, Harrisonburg, Hopewell, Lynchburg, Martinsville, Newport News Norfolk, Petersburg, Portsmouth, Radford, Richmond, Roanoke, South Norfolk, Staunton, Suffolk, Waynesboro, Williamsburg, Winchester, Covington, Virginia Beach, Warwick City, Galax, and Norton.

ARB Press Information

AMERICAN RESEARCH BUREAU
NATIONAL PRESS BUILDING • WASHINGTON 4, D. C. • NAtional 8-0822

OCTOBER ARBs

Ten top-rated television programs in Baltimore. Compiled from ARB audience study for the survey week of October 8 thru 14.

	Program	Station	ARB
1.	$64,000 Question	WMAR	56.9
2.	I Love Lucy	WMAR	48.1
3.	Person to Person	WMAR	46.4
4.	Line up	WMAR	42.0
5.	Studio One	WMAR	41.5
6.	What's My Line?	WMAR	39.4
7.	I've Got A Secret	WMAR	38.2
8.	Red Skelton	WMAR	38.1
9.	Ed Sullivan	WMAR	36.9
10.	G. E. Theatre	WMAR	36.2

11/10/55

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2
BALTIMORE, MARYLAND

CBS

Television Affiliate of The Columbia Broadcasting System

Represented by THE KATZ AGENCY, Inc., New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles.

In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1

Basic NBC-TV Network

2

Maximum power—316 K.W.

3

Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft. higher
than any station in this market.

4

415,835 TV families in coverage area

5

Channel 8

Ask your Forjoe man for full details about

WXEX-TV

McCANN-ERICKSON ELECTS HAIGHT

GEORGE HAIGHT, West Coast director of programming for McCann-Erickson, was named vice president in charge of radio and television operations last week by Marion Harper Jr., president of the agency [CLOSED CIRCUIT, Nov. 21].

MR. HAIGHT

The appointment followed four months of deliberation and was one of the most sought-after agency jobs of the year. The post of radio-tv vice president was vacated in July by Alfred J. Scalpone, who resigned to become CBS-TV vice president in charge of network programs, Hollywood. The position was then filled by Terrence Clyne, vice president of the plans board and account executive on Bulova watches. Under the new set-up, Mr. Haight will report to Mr. Clyne.

In Hollywood, Mr. Haight had agency responsibility for CBS-TV's *Climax* and *Shower of Stars.*

Before he entered television as both a producer (NBC-TV's *Robert Montgomery Presents*) and agency executive, Mr. Haight was active as a producer both in Hollywood and on Broadway. Among his motion picture credits are MGM's "Lady in the Lake," "See Here, Private Hargrove," "Maisie" and the Red Skelton "Whistling" series.

At RKO Radio Pictures as associate producer for Samuel Goldwyn, Mr. Haight produced "The Goldwyn Follies," "These Three" and "Marco Polo." On Broadway, Mr. Haight was responsible for such productions as "Kind Lady," "Wednesday's Child" and "Goodbye Again."

Needham, Louis & Brorby Plan Dec. 16 Moving Date

NEEDHAM, LOUIS & BRORBY Inc., Chicago agency, has set Dec. 16 as the date for moving from the Field Bldg. to new quarters in the city's Prudential Bldg.

The agency will occupy the 36th, 37th and 38th floors, to be designated "headquarters," "creative" and "operations." About 300 employees will be involved in the move, dictated by the agency's rapid expansion in recent years. N L & B currently bills about $30 million annually. It signed a 15-year lease for the quarters in August 1954.

Radio-tv, copy, art, production and traffic departments will be housed on 37th ("creative") floor. Included are a tv and film-viewing theatre, and projection, film storage, editing and rehearsal rooms. Media will be housed on the 36th floor with the agency's service groups.

Needham, Louis & Brorby will be the first rental tenant on the building's upper floors. Its telephone number will be Whitehall 4-3400.

Crosby Yule Broadcast Set

INSURANCE CO. of North America, Philadelphia, will sponsor a special, one-hour Christmas Eve broadcast on CBS Radio starring Bing Crosby, Paul Weston's Orchestra and the Norman Luboff Choir. Program, titled "Christmas Sing With Bing," is being arranged by the Insurance company's agency, N. W. Ayer & Son Inc., Philadelphia.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 29 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 6, 20 and 27).

Dec. 3 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 10, 17, 24 and 31).

Dec. 8 (8:30-9:30p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* "The Eddie Fisher Story," Ford Motor Co. through J. Walter Thompson.

NBC-TV

Nov. 28-Dec. 2 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 5-9, and 12-16).

Nov. 29 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre,* "Once a Genius," Kraft Foods through J. W. Thompson Co.

Dec. 1-2 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 5-9, and 12-16).

Dec. 4 (7:30-9 p.m.) *Sunday Spectacular,* "Maurice Chevalier Show," participating sponsors.

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

Dodge Sales Rise Reviewed

RADIO, television and printed media all were major factors this year in helping Dodge Div. of Chrysler Corp. increase its sales 93.5% over 1954, Jack W. Minor, sales and advertising manager of the company, asserted last week. Dodge is spending about $20 million in 1955 on all forms of advertising, he told the Chicago Junior Chamber of Commerce at a luncheon Tuesday. Dodge has used radio, tv, newspapers and magazines to emphasize certain restyling features, he said. Mr. Minor claimed high viewership for Dodge's television programs, *Make Room for Daddy* and *The Lawrence Welk Show.*

Newly-Formed North Adv. Appoints Six Executives

ADDITION of six new executives, including Charles P. Hirth Jr. as vice president, was announced last week by Don Paul Nathanson for his newly established North Adv. Inc., Chicago. The agency is being launched with a number of Toni accounts as the nucleus. Mr. Nathanson, president of North, was associated for years with Weiss & Geller as vice president.

Mr. Hirth, account executive at Biow Co., New York, for the past six years, will also serve as account group supervisor for Prom home permanent and Silver Curl home permanent.

Richard S. Paige, previously associated with NBC in sales development, planning and research, becomes media director. Kerry F. Sheeran, Weiss & Geller, was named account executive for Tonette children's home permanent, Softstyle and spin-type curlers.

Other appointments: Kent D'Alessandro, formerly with Benton & Bowles, New York, as media analyst and buyer; Gene DaDan, formerly with NBC Chicago, to North's radio-tv business administration department, and Robert G. Fryml, previously with Henri, Hurst & McDonald, as art director.

A number of administrative and secretarial employes, aside from key executives, were involved in a switch from Weiss & Geller to North.

Most of Dr. Pepper Budget Seen Going Into Radio-Tv

RADIO-TV will command "well over" half a $2 million advertising outlay earmarked by Dr. Pepper Bottling Co. (soft drinks), Dallas, Tex., as part of its new cooperative ad plan starting in February, it was announced last week.

Tv expenditures have been increased 100% over this year and will receive the largest share among all media. Plans call for heavy use of spot announcements on about 50 stations and three film (mystery) packages and three live children's shows in each of three markets. It was pointed out that the 50 stations will cover over 132 bottler franchises.

Additionally, Dr. Pepper will use 70 radio stations to promote its "silver dollar" jingle contest. Newspapers will be utilized for special promotions.

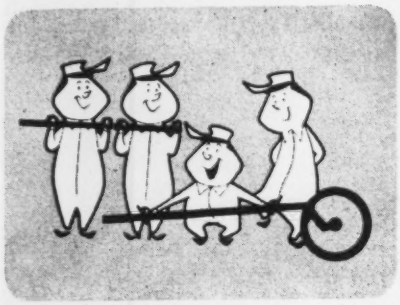
Leonard Green, president of Dr. Pepper Bottling Co., said sales had risen 74% in the past five years.

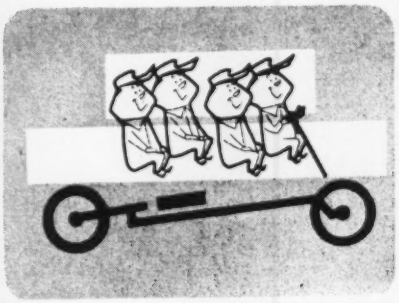
Fritz Leaves Long Adv.

EDWIN C. FRITZ Jr. has resigned as radio-tv director of the W. E. Long Co., Chicago advertising agency specializing in bakery accounts, after five and a half years with the organization. He will announce his future plans shortly. David Hayes, timebuyer and assistant to Mr. Fritz, has been appointed acting radio-tv director. Agency is being reorganized effective Jan. 1, 1956, with different bakery groups owning it on a co-op basis.

400 L. A. Yuletide Spots

PROMOTION of Christmas shopping in Los Angeles by the Downtown Business Men's Assn. will include 400 spot commercials spread over nearly all of Southern California's radio stations. Scheduled for heavy participation from Dec. 4 through Dec. 16, theme of the promotion is "Downtown is Christmas Town" and "Shop Every Night 'til Nine." Weinberg Adv. Co. is the agency.





PREVIEW

DON'T TAKE NO EXPERT TO GET THE PICTURE WHEN SPOT USES CARTOON-JINGLE MIXTURE

WHEN Ruthrauff & Ryan, New York, was faced with the task of explaining to the non-technical public the advantages of the new torsion-level suspension system incorporated into the new Packard Clipper, it decided to use a 60-second animated tv spot announcement for the job.

The film with the jingle, sung to the tune of "Dry Bones," was designed to demonstrate the advantages of the torsion-level suspension system over conventional coil and leaf springs. The jingle stresses that the new system affords comfort as well as safety.

The first use of the commercial on a network basis is set for the Dec. 5 program of *Tv Reader's Digest*, sponsored by the Studebaker-Packard Corp. on ABC-TV. The spot announcement, filmed by Chad Inc., also has been supplied to local Packard dealers for telecasting in their areas.

The commercial opens with four animated characters showing how "the front wheel's connected to the front arm, the front arm to the torsion bar . . . That's Clipper's Torsion Level Ride." The jingle points out that in any car, piled with people and luggage, "the rear end sinks down mighty far." It adds:

"But watch what happens in the Clipper car . . .
The levelizer motor starts turnin' the bar,
And right away up comes the car,
That's Clipper's Torsion-Level Ride!
Don't need no springs, got Torsion Bars . . .
Don't want no springs, got Torsion Bars.
Throw 'way those springs, got Torsion bars
Got Clipper's Torsion level rides."

SHORTCUT CALCULATORS OFFERED TO TIMEBUYERS

Both NBC Spot Sales and WBNS-TV perfect devices to readily compute cost per thousand figures plus other information pertinent to time buys.

AGENCY timebuyers who would object to any description of their jobs as beds of roses are having help in their chores from at least two independent sources.

Developed and individually copyrighted are two devices which are claimed to calculate cost per thousand figures in a matter of seconds:

• A radio-tv spot "estimator," described as "foolproof" and said by its developers, NBC Spot Sales, to be "the first" of its kind in "advertising," was to be announced today (Monday) by Thomas B. McFadden, vice president of NBC Spot Sales.

• A mechanical "calculator" for tv was announced last week by WBNS-TV Columbus, Ohio, and described by the station as a "timebuyer's delight" and as "the first of its type ever designed for local station use."

The NBC estimator, designed for the use of broadcast timebuyers in estimating audience sizes and cost per thousand, can come up with a cost per thousand to a given advertising problem in less than five seconds, according to NBC Spot Sales. Estimates of this type, it is pointed out, normally entail the use of calculators or comptometers, slide rules and "time-consuming mental mathematical gymnastics of varying intensity."

In announcing the new spot estimator, Mr. McFadden said:

"Our friends in the advertising agencies have often told us of the many hours they spend in computing audience size and cost per thousand figures. Anything we can do to help them in simplifying their jobs contributes directly, or indirectly, to the basic objective of NBC Spot Sales—to increase the total number of advertisers using spot broadcasting and to make more effective each specific advertiser's use of it."

The new cardboard instrument can be applied to any market and any station. It is 10 inches in diameter and has two scales on the front side. The outer scale is labeled "Number of Homes, Radio or Tv" and the inner scale headed "Rating Points." By placing a given rating underneath the number of homes in the market, the number of homes reached by that particular announcement or program appears in a window on the cardboard disc.

With this figure determined, the user turns the estimator to its reverse side. There are two scales here also—the outer called "Audience Size," the inner, "Cost Per Spot or Schedule." By placing the cost figure under the audience size figure, the user will find the cost per thousand for the spot or schedule in a particular market.

According to Mr. McFadden, 3,000 of the spot estimators will be in the mails next week to timebuyers and others in the advertising and radio-tv fields, thus providing a wide distribution through use of a number of mailing lists. He suggested a two-week interval before inquiries on the estimator—the cardboard instrument has been copyrighted—are made. After Dec. 7, he said, NBC Spot Sales will attempt to fill all bona fide requests, which should be directed to Mort Gaffin, Manager, New Business and Promotion, NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

WBNS-TV's calculator that is being sent to advertisers and agencies was announced by Jerome R. Reeves, program manager. It is about six inches in diameter bearing calibrated figures and maneuvered by a moving circle within a circle. Required to operate the calculator is a rating, number of of tv homes and cost figure. Only one dial setting is necessary to determine cost per thousand.

This C-P-M tv homes is obtained by matching the program rating with the number of tv homes and reading the indicated figure corresponding to the cost of tv time.

Idea for the "Tv Cost Calculator" is credited to Otto Ohland and Martin Katz, account executive and director of sales development respectively at Blair Tv, New York, station representative firm. Calibration and production of the calculator was handled by the Graphic Calculator Co., Chicago.

The station explaining that it wished to avoid the impression "that the entire measure of the value of tv advertising schedules should be based solely upon cost per thousand tv homes reached," has added to the calculator this message: "Just *One* Measure of a Tv Buy."

WBNS-TV said it also plans to add network cost charts to the reverse side of the calculator which will replace the station's coverage map that now appears there. The redesigned instrument will be ready for distribution shortly after Jan. 1.

Frigidaire Plans Quiz Show To Replace 'Favorite Husband'

FRIGIDAIRE Div. of General Motors Corp. will slot a new quiz program, *Do You Trust Your Wife*, starring Edgar Bergen, in the half hour immediately following *The $64,000 Question* on CBS-TV, William H. Hyland, CBS-TV vice president in charge of network sales, announced last week. The new program, which replaces Frigidaire's *My Favorite Husband*, will be telecast Tuesday, 10:30-11 p.m. EST, starting Tuesday, Jan. 3.

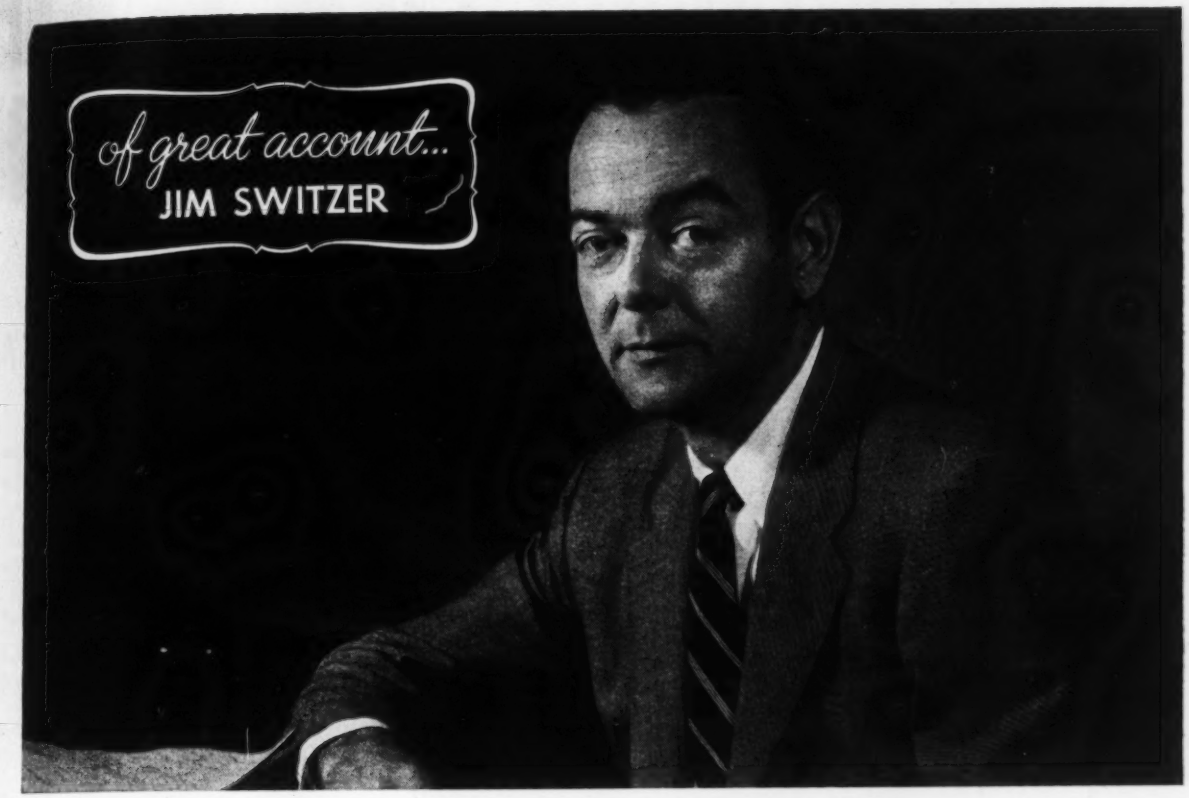
Produced in Hollywood, the program will feature a jackpot question "worth the weekly income of $100 for a year," according to CBS-TV. Kudner Agency, New York, handles Frigidaire.

47.6% of Tv Sets Now Have 21-Inch Screen, Survey Says

NEARLY half (47.6%) of the nation's tv sets have 21-inch viewing screens and 34.8% are in the 16-18 inch class, according to a survey by American Research Bureau.

ARB noted a steady trend to 21-inch sets, since only 39.9% of sets had 21-inch screens early in the year. In Portland, Ore., 71.9% of tv sets are in the 21-inch class. Denver was next with 68% and Harrisburg, Pa., third with 66.6%. These three cities "came into the tv market fairly recently," according to ARB.

A survey conducted by the Arizona State College business school shows that 42.6% of the sets in Maricopa County (includes Phoenix) have 21-inch screens and that 30.7% have 17-inch screens. The study showed that 73.6% of cars in the area are equipped with radio sets.



"In the Omaha Area . . . Beatrice Foods selects KMTV for its survey leadership and merchandising help."

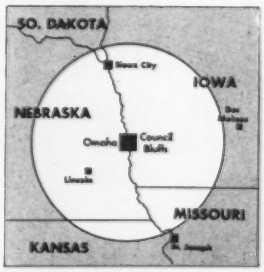
says Jim Switzer, Vice President, Foote, Cone & Belding, Chicago

"We wanted Beatrice Foods advertising to be on Omaha's most popular TV station and we wanted lots of merchandising help," Mr. Switzer said, "So naturally we chose KMTV."

"Our 15-minute Sports For The Family film secured a fine rating," said Mr. Switzer, "and the Omaha manager for Beatrice Foods was highly pleased with the help KMTV gave him in merchandising and in promoting a contest among Omaha youngsters."

According to the latest Pulse survey (Sept. 6-12), KMTV has 13 of the top 15 weekly shows . . . 8 of the top 10 multi-weekly shows . . . and leads by wide margins in most of the weekly Pulse time classifications.

So profit from the experience of many successful national advertisers. Contact KMTV or your Petry man today for more information on many choice KMTV availabilities.



KMTV MARKET DATA*

Population	1,500,850
TV Homes	337,500
Retail Sales	1,712,656,500
Buying Income	2,229,121,000

*SM-SRDS Estimates

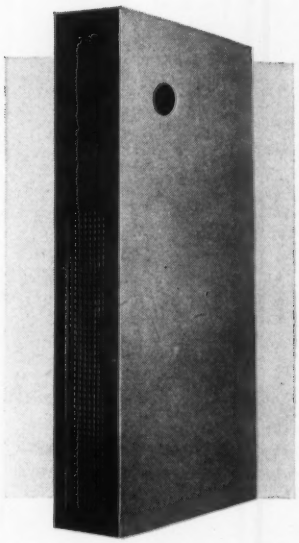
IT'S NO DRAW – IN OMAHA

SMART ADVERTISERS ALL AGREE: IN OMAHA THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
OMAHA
Represented by
Edward Petry & Co., Inc.

G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

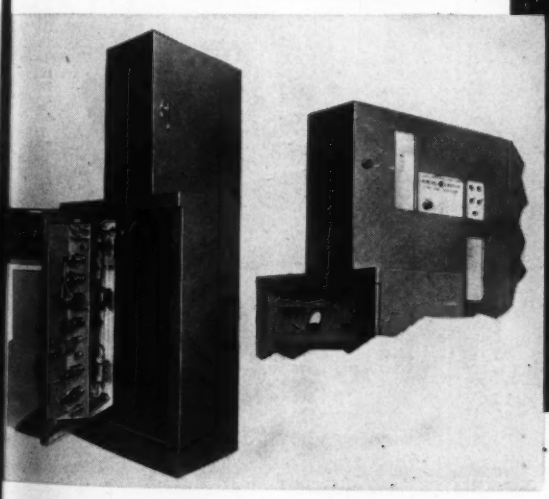
...ER DELIVERS TOP FILM QUALITY ...ND MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

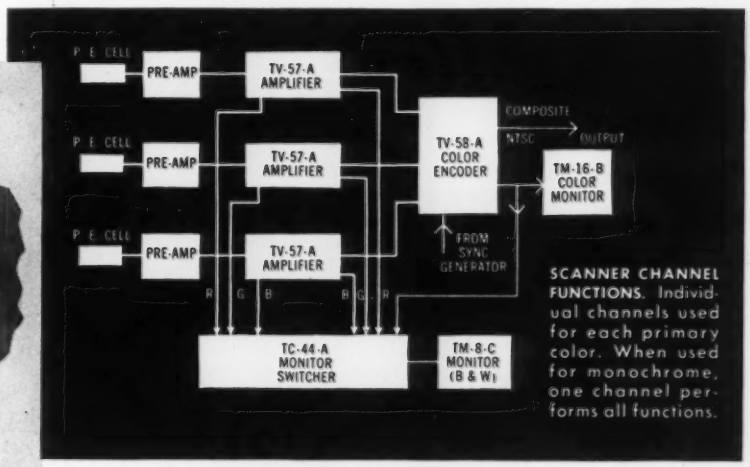
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance*. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist*.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2x2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



SCANNER CHANNEL FUNCTIONS. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-28, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

RETAIL SALES

FLORIDA—NORTH CAROLINA

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

B•T will publish figures for all states as they become available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

FLORIDA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Alachua	53,223	13,111	2,841	2,756	3,690	2,399	11,715	4,980	4,663	1,811	5,047	210
Baker County	3,797	1,167	(D)	375	49	(D)	(D)	517	211	(D)	459	(D)
Bay County	53,205	12,970	4,382	5,563	3,091	3,238	9,187	4,881	4,519	1,817	3,351	206
Bradford	7,939	2,207	536	(D)	452	525	1,737	1,358	177	301	(D)	32
Brevard	38,736	11,081	3,417	1,177	1,561	1,905	6,851	4,807	3,284	1,590	2,648	415
Broward	225,165	49,506	25,525	15,053	20,402	15,667	41,394	12,117	15,735	8,821	17,353	3,592
Calhoun	5,574	1,062	136	608	184	159	(D)	720	(D)	274	1,303	24
Charlotte	5,370	1,688	615	295	(D)	(D)	1,116	554	304	(D)	312	(D)
Citrus	5,334	1,397	1,068	196	80	(D)	364	1,137	512	213	329	(D)
Clay	8,270	2,012	555	401	179	173	2,594	1,361	383	379	135	98
Collier	10,176	2,098	1,352	635	533	355	667	1,221	1,430	446	1,397	42
Columbia	16,471	3,789	1,612	1,096	755	1,159	3,406	2,036	913	354	1,308	43
Dade	983,194	212,031	113,059	85,012	97,709	56,859	180,922	50,959	67,640	35,647	66,718	16,638
De Soto	7,967	1,998	270	(D)	369	253	1,765	466	794	(D)	1,416	(D)
Dixie	2,961	974	290	137	(D)	176	(D)	346	(D)	(D)	112	(D)
Duval	438,767	108,494	27,913	33,297	33,662	22,837	103,276	23,395	22,982	15,180	41,009	6,722
Escambia	126,107	29,845	9,424	11,893	9,766	7,637	29,048	7,852	6,668	3,852	8,819	1,303
Flagler	2,955	619	631	(D)	(D)	....	239	675	279	234	(D)	....
Franklin	3,813	1,198	688	314	(D)	(D)	382	391	347	149	143	24
Gadsden	20,478	4,865	616	2,163	1,023	1,051	3,923	1,789	3,092	629	1,150	177
Gilchrist	2,326	693	(D)	(D)	....	....	(D)	(D)	(D)	....	627	....
Glades	1,364	542	(D)	180	....	....	....	371	(D)	(D)	129	....
Gulf	7,199	2,360	399	313	426	455	1,462	623	469	250	426	16
Hamilton	4,551	1,493	199	571	(D)	(D)	(D)	726	518	136	358	(D)
Hardee	10,211	2,281	452	839	272	344	2,459	881	1,065	280	1,310	28
Hendry	8,060	1,655	653	417	(D)	186	1,875	940	1,704	190	(D)	163
Hernando	6,683	1,553	338	314	(D)	(D)	1,949	1,322	450	221	412	(D)
Highlands	16,396	4,359	779	487	767	969	4,074	1,729	1,472	492	1,146	122
Hillsborough	321,214	73,703	26,245	36,413	17,654	16,489	64,279	18,940	19,081	12,157	29,706	6,547
Holmes	4,196	1,505	183	274	326	150	(D)	266	(D)	(D)	48	(D)
Indian River	18,660	4,107	1,755	734	817	968	2,924	1,823	1,814	677	2,740	301
Jackson	22,080	5,124	832	2,931	1,002	945	5,249	1,583	2,548	533	1,209	124
Jefferson	5,395	1,391	107	435	262	447	1,129	650	714	(D)	(D)	16
Lafayette	2,112	436	(D)	(D)	(D)	(D)	(D)	185	(D)	(D)	420	....
Lake	43,128	10,862	2,626	2,434	1,906	1,663	8,835	3,449	3,874	1,413	5,793	273
Lee	44,653	10,451	2,874	4,989	2,320	2,023	7,869	2,917	5,437	1,537	3,749	487
Leon	58,267	11,001	3,576	3,917	5,727	2,540	9,971	5,578	8,844	1,255	5,288	570
Levy	8,636	1,697	517	546	157	497	2,432	1,556	387	218	533	96
Liberty	1,448	767	(D)	98	....	(D)	....	199	(D)	....	321	(D)
Madison	9,016	2,208	320	458	673	644	1,585	534	1,653	197	446	298
Manatee	44,440	12,098	2,367	3,153	2,729	2,760	9,127	2,910	4,621	1,418	2,930	327
Marion	45,312	8,777	3,857	2,646	3,129	1,869	7,885	4,009	6,484	1,165	4,848	643
Martin	10,035	3,136	1,106	171	362	248	1,878	1,019	1,093	675	321	26
Monroe	33,139	8,410	6,322	1,903	2,677	1,532	4,262	2,841	1,885	1,227	1,703	377
Nassau	10,566	1,791	1,251	1,022	225	279	1,965	2,260	911	167	677	18
Okaloosa	26,148	5,509	2,717	1,608	1,233	1,315	7,670	2,373	1,876	724	908	215
Okeechobee	3,749	1,110	238	(D)	(D)	291	1,016	382	52	(D)	396	(D)
Orange	213,294	42,671	14,026	19,857	24,046	11,609	39,450	15,354	18,376	6,347	16,042	5,516
Osceola	12,983	3,742	1,277	440	827	1,052	2,071	1,461	556	397	1,045	115
Palm Beach	198,133	42,257	17,950	9,789	20,667	15,560	35,813	12,298	12,566	6,547	22,274	2,412
Pasco	20,064	5,298	1,642	385	(D)	1,963	2,953	2,043	1,791	641	1,339	(D)
Pinellas	286,731	55,942	25,379	47,416	15,302	12,030	48,108	16,851	29,561	9,780	24,164	2,198
Polk	143,079	38,097	7,596	8,982	8,784	8,647	28,804	11,426	12,356	4,549	11,894	1,944
Putnam	24,079	5,641	1,502	1,326	1,066	1,274	4,858	1,727	1,012	1,317	4,205	151
St. Johns	25,441	5,950	3,050	784	1,395	1,153	5,607	2,709	1,576	1,150	1,861	206
St. Lucie	30,708	7,806	2,202	1,492	1,806	1,738	7,931	1,810	2,420	921	2,438	144
Santa Rosa	9,043	3,105	842	143	416	598	1,585	1,041	532	198	583	....
Sarasota	62,042	13,940	6,347	2,513	4,526	4,306	12,110	3,641	6,934	2,504	4,813	408
Seminole	23,466	6,720	1,148	1,307	996	1,334	4,376	1,847	1,246	926	3,427	139
Sumter	7,576	1,914	409	593	89	113	970	779	408	267	2,001	33
Suwannee	12,317	2,291	384	713	686	375	2,565	1,095	1,805	363	1,992	48
Taylor	11,834	3,481	1,252	575	310	238	2,130	1,899	586	268	(D)	(D)
Union	2,220	674	82	395	....	(D)	(D)	440	(D)	(D)	152	....
Volusia	107,043	22,208	12,774	9,506	7,002	6,582	17,227	8,787	8,287	5,067	8,661	942
Wakulla	1,283	639	164	187	....	....	....	161	90	....	(D)	(D)
Walton	10,576	1,935	597	1,157	262	406	3,205	1,075	1,172	(D)	612	(D)
Washington	4,398	1,204	159	398	377	238	382	(D)	363	(D)	539	....
Florida, total	3,994,796	906,646	353,683	336,657	306,220	220,934	773,355	268,713	303,805	139,335	329,451	55,997

(D) Withheld to avoid disclosure.

NORTH CAROLINA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Alamance	65,395	15,912	3,394	6,327	4,243	4,343	12,703	5,403	5,589	1,940	4,362	1,179
Alexander	7,474	1,805	98	1,432	147	514	1,611	585	384	(D)	524	(D)
Alleghany	3,480	471	167	507	(D)	(D)	1,333	231	(D)	(D)	55	....
Anson	11,887	2,638	398	1,787	554	804	2,873	936	1,085	216	442	134

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations . . . SAVE 15%
Buy Any 3 Stations . . SAVE 10%
Buy Any 2 Stations . . SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

NORTH CAROLINA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Ashe	5,941	961	79	1,246	302	333	1,698	360	368	183	(D)	(D)
Avery	2,831	340	85	1,011	(D)	66	(D)	363	281	(D)	172	....
Beaufort	28,332	6,644	924	2,503	1,436	1,715	5,278	1,708	3,782	647	3,305	390
Bertie	12,225	2,425	81	1,965	236	388	3,239	1,157	711	214	1,719	90
Bladen	15,385	2,906	107	1,734	1,022	335	4,350	1,302	2,261	212	(D)	(D)
Brunswick	6,074	1,677	316	543	33	124	1,303	864	595	313	(D)	(D)
Buncombe	118,938	26,118	5,273	19,826	6,116	5,621	16,538	8,747	8,291	3,356	17,570	1,482
Burke	22,914	6,638	877	1,990	1,558	1,183	3,287	2,349	2,966	664	1,182	220
Cabarrus	54,609	14,639	1,850	6,407	3,112	5,092	10,803	4,760	2,814	1,876	2,770	486
Caldwell	24,145	6,885	680	2,075	1,740	1,542	4,676	1,904	2,210	755	1,402	276
Camden	903	485	(D)	....	....	....	....	(D)	....	....	(D)	....
Carteret	18,772	5,291	1,207	1,556	822	797	2,947	1,235	1,596	650	2,435	236
Caswell	5,415	931	76	1,214	56	114	1,036	501	347	(D)	(D)	32
Catawba	59,854	14,900	2,597	6,848	3,967	3,350	12,789	4,701	2,243	1,551	6,503	405
Chatham	18,211	3,361	471	839	973	632	3,802	1,810	4,781	346	1,114	82
Cherokee	10,093	2,162	311	1,012	250	219	2,342	626	379	273	1,563	956
Chowan	8,675	2,124	199	445	568	468	1,640	637	1,339	(D)	(D)	237
Clay	2,634	433	(D)	253	....	....	(D)	212	153	(D)	1,328	....
Cleveland	41,614	9,849	986	6,146	1,687	2,074	8,308	3,388	4,086	1,119	3,550	421
Columbus	32,599	6,375	650	3,589	1,644	1,231	8,135	1,998	4,718	946	3,187	126
Craven	40,696	9,480	2,242	4,873	2,946	2,805	8,885	2,872	2,768	1,275	2,473	77
Cumberland	99,843	20,692	5,581	13,281	7,062	5,909	21,927	8,066	4,477	2,203	9,046	1,599
Currituck	3,273	638	(D)	1,413	....	(D)	....	196	....	....	(D)	48
Dare	5,171	1,487	463	498	173	(D)	873	154	364	(D)	649	56
Davidson	50,321	12,111	2,361	4,267	3,866	2,681	11,538	3,504	5,729	1,217	2,358	689
Davie	7,870	2,409	215	722	(D)	417	1,540	462	1,060	307	(D)	....
Duplin	20,396	4,407	261	2,373	1,279	788	3,711	2,085	2,835	587	1,809	261
Durham	102,288	21,333	5,328	13,740	7,161	7,062	19,317	7,304	7,977	2,773	8,989	1,304
Edgecombe	38,760	10,134	984	4,781	2,194	1,800	6,550	1,931	1,738	741	7,702	205
Forsyth	155,394	32,571	7,597	21,881	13,463	9,243	27,344	9,754	9,297	4,037	17,039	3,168
Franklin	11,392	2,608	235	1,189	687	885	2,342	1,104	778	378	1,098	88
Gaston	83,875	22,583	2,660	6,924	4,870	4,758	16,503	6,049	4,604	2,497	(D)	(D)
Gates	3,783	453	(D)	663	....	....	(D)	357	860	....	(D)	190
Graham	1,922	232	40	976	(D)	(D)	(D)	292	....	....	....	....
Granville	16,418	3,536	418	2,048	660	641	3,134	1,869	2,651	476	921	64
Greene	6,011	1,129	(D)	1,289	(D)	190	1,119	727	282	(D)	1,193	....
Guilford	246,724	48,381	9,922	26,083	(D)	11,935	39,397	15,193	14,341	6,011	22,458	(D)
Halifax	43,932	10,614	2,009	5,328	2,490	2,119	8,455	3,286	3,572	1,055	4,616	388
Harnett	29,867	5,131	897	3,474	1,465	1,204	5,709	2,765	4,257	1,157	3,620	188
Haywood	24,238	4,345	1,038	3,495	774	1,626	5,246	2,127	2,087	1,033	2,301	166
Henderson	27,927	7,197	1,074	1,900	1,340	1,741	5,010	2,029	4,200	919	2,319	198
Hertford	15,558	2,314	556	1,602	1,236	1,103	3,280	954	1,651	474	2,248	140
Hoke	5,638	1,474	(D)	938	299	171	907	734	552	(D)	382	12
Hyde	1,550	423	(D)	629	(D)	(D)	(D)	262	....	....	....	(D)
Iredell	40,508	10,783	1,520	4,272	2,587	2,566	6,967	3,292	3,899	1,145	3,072	405
Jackson	8,823	1,849	185	1,127	624	310	2,184	660	1,168	255	437	24
Johnston	37,804	8,387	981	5,625	1,591	2,072	7,317	3,445	3,909	1,090	3,313	74
Jones	3,193	864	....	507	....	48	1,077	212	166	85	210	24
Lee	20,982	4,294	635	2,453	1,329	1,341	3,992	1,468	2,107	750	1,473	1,140
Lenoir	49,242	8,180	1,261	7,360	4,735	3,953	7,799	2,570	4,993	1,529	6,681	181
Lincoln	15,288	4,795	261	1,382	679	693	3,046	1,161	1,838	389	904	140
McDowell	15,024	3,352	761	1,521	615	1,081	3,361	1,480	960	749	1,063	81
Macon	9,970	1,481	268	786	590	333	2,392	1,414	873	306	1,527	....
Madison	6,666	1,329	281	1,030	(D)	382	1,694	470	938	222	(D)	62
Martin	18,526	3,041	389	3,333	738	1,382	4,796	1,516	1,377	319	1,575	60
Mecklenburg	267,595	43,601	19,831	38,109	17,550	11,606	43,790	20,182	15,684	14,895	34,056	8,291
Mitchell	7,473	1,255	260	1,037	310	204	2,555	336	822	183	511	....
Montgomery	10,247	2,338	254	891	661	406	2,624	1,273	717	268	740	75
Moore	25,213	5,872	1,175	2,149	1,298	827	3,617	2,417	2,134	938	4,641	145
Nash	44,764	7,353	1,813	8,156	3,875	2,392	7,891	3,853	4,057	1,353	3,772	249
New Hanover	78,830	16,852	7,372	7,707	5,647	6,956	11,738	4,689	4,676	3,092	9,563	538
Northampton	8,067	2,072	146	1,111	169	166	670	1,179	1,551	286	517	200
Onslow	34,798	7,671	2,791	3,267	1,907	3,867	7,377	2,263	1,125	1,069	(D)	(D)
Orange	21,936	5,331	1,560	957	2,206	716	3,791	2,027	3,236	764	1,282	66
Pamlico	2,701	1,032	55	271	....	....	....	382	(D)	(D)	916	(D)
Pasquotank	26,838	6,755	885	3,185	1,481	1,720	5,537	2,156	2,020	535	2,389	175
Pender	5,535	1,626	121	1,099	298	(D)	984	496	(D)	(D)	384	36
Perquimans	7,940	1,113	124	720	(D)	167	1,989	402	2,469	(D)	841	(D)
Person	15,571	2,848	305	2,381	778	715	3,407	1,637	1,893	414	761	432
Pitt	50,925	8,769	2,264	8,015	2,600	3,866	11,146	3,481	3,086	1,181	6,159	358
Polk	6,143	1,830	187	(D)	253	281	934	833	(D)	253	1,259	....
Randolph	39,969	9,461	1,260	3,359	1,702	2,093	8,233	3,782	4,767	1,147	4,081	84
Richmond	28,905	7,326	1,606	3,039	2,238	997	5,504	2,527	1,897	646	1,904	1,221
Robeson	54,099	10,856	1,005	8,238	4,051	2,718	10,807	3,818	5,304	1,428	5,745	129
Rockingham	45,614	12,628	1,680	3,325	3,493	2,952	7,985	4,143	3,901	1,471	3,686	350
Rowan	77,330	31,242	1,966	5,880	3,701	3,268	9,025	5,212	4,318	1,344	10,937	437
Rutherford	28,876	6,819	786	2,433	1,963	1,999	6,951	2,800	2,032	738	2,099	256
Sampson	22,687	4,064	401	3,421	1,086	1,348	4,975	1,465	2,335	973	2,516	103
Scotland	15,234	4,555	240	2,923	662	516	3,137	1,845	498	216	582	60
Stanly	28,604	6,746	583	2,765	1,332	1,466	5,908	2,633	4,157	707	2,234	73
Stokes	5,759	1,410	(D)	829	(D)	333	(D)	998	884	(D)	528	....
Surry	38,762	8,291	1,314	4,693	2,263	1,961	8,634	2,735	3,683	1,050	(D)	(D)
Swain	5,664	1,154	541	444	(D)	178	542	829	633	276	751	(D)
Transylvania	10,036	3,187	232	791	238	664	1,652	677	754	(D)	1,427	(D)
Tyrrell	1,920	387	65	(D)	105	(D)	484	(D)	(D)	(D)	(D)	(D)
Union	26,935	5,693	451	2,547	1,173	831	8,052	1,667	1,985	853	3,661	22
Vance	22,855	5,249	601	3,095	1,185	1,138	4,392	2,517	1,465	575	2,529	109
Wake	153,253	32,340	8,327	22,055	10,211	7,335	29,678	10,799	9,333	3,985	15,997	3,193
Warren	7,779	1,711	142	1,261	282	401	1,078	662	1,078	219	890	55
Washington	7,902	2,387	163	1,041	473	452	2,272	383	(D)	(D)	184	....
Watauga	8,936	1,318	270	1,572	283	466	2,828	885	535	315	370	94
Wayne	51,551	8,628	962	8,195	3,039	4,212	10,559	3,122	4,346	1,132	7,089	267
Wilkes	28,828	4,460	739	3,032	955	1,058	7,613	1,657	2,187	493	6,204	430
Wilson	43,402	9,015	1,778	4,516	3,398	2,837	7,187	3,639	3,556	1,098	6,152	226
Yadkin	9,421	1,526	403	688	318	1,134	2,406	851	1,132	(D)	(D)	....
Yancey	4,440	1,075	169	603	(D)	....	957	386	526	(D)	503	41
North Carolina, total	3,230,610	707,853	136,345	395,172	196,654	177,308	609,254	245,354	255,136	95,310	330,959	81,265

D—Information withheld

Men's Stores Praise Tv, But Says It's Too Costly

TELEVISION has produced "terrific results" for some men's retail stores but its use in this field is on the decline, according to a survey by the National Assn. of Retail Clothiers & Furnishers.

In a November members bulletin, Louis Rothschild, executive director of NARCF, noted that "despite the almost prohibitive cost, a few men's stores are using tv advertising with great success," citing examples of success stories.

An "enthusiastic" tv booster, the bulletin states, is Tate Brown Co., Charlotte, N. C. This store reported, "Television advertising is most gratifying and its direct response is phenomenal. Sometimes for months later it pulls in sales." The store uses quarter-hour programs costing about $500 each, with three in the spring and six in the fall.

Harry Clarke, head of Clarke's, in Tulsa, Okla., reported "good results" from 10 o'clock news, plus spots. Phil Gibson, of Ray Beers Clothing Co., Topeka, Kan., feels the store has "the best show in the industry and the results are wonderful." Baskin's, Chicago, uses tv for special sales events and will continue this policy.

Only network show reported in the survey is *Stop the Music*, ABC-TV, sponsored by Phillips-Jones (Van Heusen garments).

The NARCF survey stated, "Television, as an advertising medium for men's retail stores, is on the decline. It was generally concluded that video is too expensive for a retailer."

we don't claim...

the highest tower in Nashville (or the South)

to effectively reach 424,000 TV homes
(1955 Sales Management figures show
397,000 total homes in 1 UV/M area
of any Nashville station)

coverage in 6 states and a radius of over
200 miles

...but in Nashville we can prove

our tower is 2049 feet above sea level, second to none in this area.

we have effective coverage in 3 states including 52 counties and parts of 17 more.

Our Class A coverage area is 36% greater than Station A and 150% greater than Station B.

Overall Height Above Sea Level	
WSIX-TV	2049
Channel A	2049
Channel B	1278

Radiation Center Above Sea Level	
WSIX-TV	2014
Channel A	1981
Channel B	1244

Grade A Area	
WSIX-TV	7545 sq. mi.
Channel A	5545 sq. mi.
Channel B	3020 sq. mi.

Grade A Radius	
WSIX-TV	49 mi.
Channel A	42 mi.
Channel B	31 mi.

100 UV/M	
WSIX-TV	87
Channel A	89
Channel B	73

These figures taken from FCC field intensity charts

CHANNEL 8

wsix-tv

Nashville, Tennessee

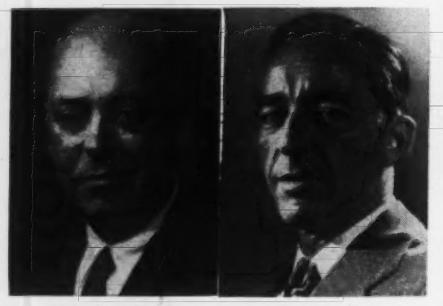
National Representative:
George P. Hollingbery Company
• New York • Chicago • Atlanta
• Los Angeles • San Francisco

More and more value-conscious advertisers are switching to WSIX-TV

Gardner Adv. Elevates Marshutz, Claggett

ELECTION of Elmer G. Marshutz as chairman of the board and Charles E. Claggett as president of Gardner Adv. Co., St. Louis, has been announced by the agency's board of directors.

Mr. Marshutz, a veteran of 35 years advertising experience, has been president of Gardner since 1934, when he succeeded the late Herbert S. Gardner, founder of the agency. He formed his own agency (Adamars Co.) in 1920, which he operated for five years. He became vice president of Chappelow agency in 1925, leaving three years later to join Gardner as account executive on the Ralston-Purina (cereals and feeds) account.



MR. MARSHUTZ MR. CLAGGETT

Mr. Claggett joined Gardner as a copywriter in 1931 after three years as special correspondent of the *St. Louis Globe-Democrat*. After holding various positions with the agency, including organization of the radio department in 1935, he was elected vice president in 1942 and to the board of directors in 1950. He became senior vice president-general manager in 1954.

Easy Washing Machine Buys 'Godfrey' Tv Segment

THE EASY Washing Machine Corp., Syracuse, will sponsor the Wednesday, 10:30-10:45 a.m. EST segment of CBS-TV's *Arthur Godfrey Time*, starting Jan. 11, it was announced last week.

Also announced: Bristol-Myers Co., New York, will sponsor the Thursday, 10:30-10:45 a.m. EST period in addition to its Monday-Wednesday, 10:45-11 a.m. (EST) spots, starting Jan. 5. Corn Products Refining Co., New York, last week renewed its Tuesday, 10:30-10:45 a.m. (EST) segment. Agencies participating are BBDO, Syracuse, for Easy Washing Machine Corp., Young & Rubicam, New York, for Bristol-Myers; and C. L. Miller Co., for Corn Products.

Armstrong on 'Project 20'

ARMSTRONG Cork Co., Lancaster, Pa., has purchased "Nightmare in Red," first of NBC-TV's *Project 20* series, for presentation on Dec. 27 (9:30-10:30 p.m. EST). The agency is BBDO, New York.

The story of Russia during this century, "Nightmare in Red" is told in film acquired from 76 different sources. Other *Project 20* programs will include "The Jazz Age," "The Rise and Fall of a Dictator" (Hitler), "Austria" and a repeat on "Three, Two, One—Zero."

Two San Francisco Agencies to Merge

MERGER of two San Francisco advertising agencies, Rhoades & Davis and Honig-Cooper, was announced last week by S. R. Hutton, Honig-Cooper president. The merger becomes effective Dec. 1.

Rhoades & Davis personnel and accounts will move into the new Honig-Cooper building and operate as a special division of the agency until integration is completed. Among the accounts involved in the merger are Star-Kist Foods, Yellow Cab of San Francisco, Denalan (dental plate cleanser) and Riviera Foods.

Robert O. Davis and J. A. Honold of Rhoades & Davis, will become vice presidents of Honig-Cooper. Mr. Davis will head the Rhoades & Davis division while Mr. Honold has been placed in charge of Honig-Cooper's Los Angeles office.

Honig-Cooper began operations in San Francisco in 1915 and with the addition of Rhoades & Davis, plans an addition to its new building, completed in 1954, to be ready in June 1956.

Florists Boost Tv Billings

FLORISTS' Telegraph Delivery Assn., Detroit, with a reported annual business of $45 million, will co-sponsor NBC-TV's "Maurice Chevalier Show" on *Sunday Spectacular* Dec. 4. The florists also will buy into ABC-TV's *Famous Film Festival* Dec. 11 for an additional pre-Christmas promotion. Heretofore, the association limited its tv participation to buys on NBC-TV's *Today*, *Home* and *Tonight* shows. Grant Advertising Inc., New York, is the agency.

"LUM BURR"

• COVERAGE— better than expected!

• RESULTS— greater than anticipated

NEW KTRE-TV CHANNEL 9

LUFKIN, TEXAS — 26,000 WATTS

Received 11,069 Pieces of Mail from as Far as 100 Miles Away in 83 Cities in Texas and Louisiana from September 1 to October 15, 1955!

Project Your Message Through KTRE-TV—The Only Television Station in the Heart of East Texas' Rich Pine Belt—Serving 300,000 Folks in 21 Thriving Counties.

TELECASTING 41 HOURS NBC Live Programs Weekly from KPRC-TV, Houston, Via Our Own Microwave Relay System

KTRE-TV CHANNEL 9 LUFKIN, TEXAS

Affiliated With KTRE Radio—Richman Lewin, Vice-Pres. & Gen. Mgr.

Represented nationally by Venard, Rintoul & McConnell, Inc., New York, Chicago, San Francisco, Los Angeles and Boston.

Represented in the Southwest by The Clyde Melville Company of Dallas.

Let's Face The Facts!

This month, we Face the Facts with Steve Hunter, Advertising Manager for Crete Mills, Crete, Nebraska . . . makers of famous Victor Feeds.

Victor products are known throughout the middlewest. Many of their customers first learned about Victor Feeds through the company's advertising on KFAB.

Like Crete Mills, many of the nation's oldest advertisers have used KFAB for many years to sell all kinds of merchandise in the Midwest Empire, one of the nation's great markets.

If you have merchandise or service to sell to midwesterners, Face the Facts with a Free & Peters Colonel. He'll welcome the opportunity to give you the facts on KFAB . . . Nebraska's greatest station. Or, check with General Manager Harry Burke.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Oct. 22, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(786)
1.	You Bet Your Life (NBC)	1,896
2.	Two for the Money (CBS)	1,896
3.	Dragnet (NBC)	1,665
4.	Our Miss Brooks (CBS)	1,619
5.	Gene Autry Show (CBS)	1,480
6.	Edgar Bergen (CBS)	1,434
7.	Gunsmoke (Sun.) (CBS)	1,341
8.	Godfreys Scouts (Toni) (CBS)	1,341
9.	Godfrey's Scouts (Lipton) (CBS)	1,341
10.	News from NBC (Brown & Williamson Tobacco-Wed.) (NBC)	1,202
Evening, Multi-Weekly (Average for all Program)		(740)
1.	One Man's Family (NBC)	1,526
2.	News of the World (NBC)	1,434
3.	Lowell Thomas (CBS)	1,341
Weekday (Average for All Programs)		(1,249)
1.	Guiding Light (CBS)	2,220
2.	Young Dr. Malone (CBS)	2,127
3.	Ma Perkins (CBS)	2,081
4.	Perry Mason (Procter & Gamble) (CBS)	2,081
5.	Road of Life (CBS)	1,988
6.	This Is Nora Drake (Bristol-Myers) (CBS)	1,942
7.	This Is Nora Drake (Toni) (CBS)	1,896
8.	Helen Trent (Toni) (CBS)	1,850
9.	Arthur Godfrey (Staley) (CBS)	1,711
10.	Wendy Warren (Hazel Bishop) (CBS)	1,665
Day, Sunday (Average for All Programs)		(509)
1.	Woolworth Hour (CBS)	1,249
2.	Adventures of Rin Tin Tin (MBS)	971
3.	Your Nutrilite Theatre (NBC)	925
Day, Saturday (Average for All Programs)		(647)
1.	Gunsmoke (CBS)	1,665
2.	Robert Q. Lewis (Milner) (CBS)	1,202
3.	Allan Jackson-News (12:00) (CBS)	1,202

Copyright 1955 by A. C. Nielsen Company

PULSE

Top 20 Regularly Scheduled Once-a-Week Shows

	Rating Oct.	Sept.
$64,000 Question (CBS)	53.4	57.7
Ed Sullivan Show (CBS)	37.9	36.9
I Love Lucy (CBS)	36.9	
Groucho Marx (NBC)	34.2	29.6
Shower of Stars (CBS)	30.9	
Honeymooners (CBS)	30.4	
George Gobel (NBC)	29.9	
Burns & Allen (CBS)	28.5	22.1
December Bride (CBS)	28.2	
Lux Video Theatre (NBC)	27.8	28.2
I've Got a Secret (CBS)	27.5	25.6
Martha Raye (NBC)	27.5	
Studio One (CBS)	27.3	
Dragnet (NBC)	27.1	27.6
Our Miss Brooks (CBS)	26.9	
Godfrey's Talent Scouts (CBS)	26.5	26.2
GE Theatre (CBS)	26.3	25.8
This Is Your Life (NBC)	26.3	22.7
Disneyland (ABC)	26.1	22.7
Perry Como (NBC)	25.7	

Top 10 Regularly Scheduled Multi-Weekly Shows

	Rating Oct.	Sept.
Mickey Mouse Club (ABC)	14.4	
Guiding Light (CBS)	10.8	11.3
Love of Life (CBS)	10.6	11.0
Howdy Doody (NBC)	10.6	11.8
Pinky Lee (NBC)	10.1	10.9
Search for Tomorrow (CBS)	10.1	10.7
CBS News (CBS)	9.9	10.3
News Caravan (NBC)	9.6	10.1
Big Payoff (CBS)	9.4	10.2
Arthur Godfrey (CBS)	9.1	
Strike it Rich (CBS)	9.1	9.5

VIDEODEX

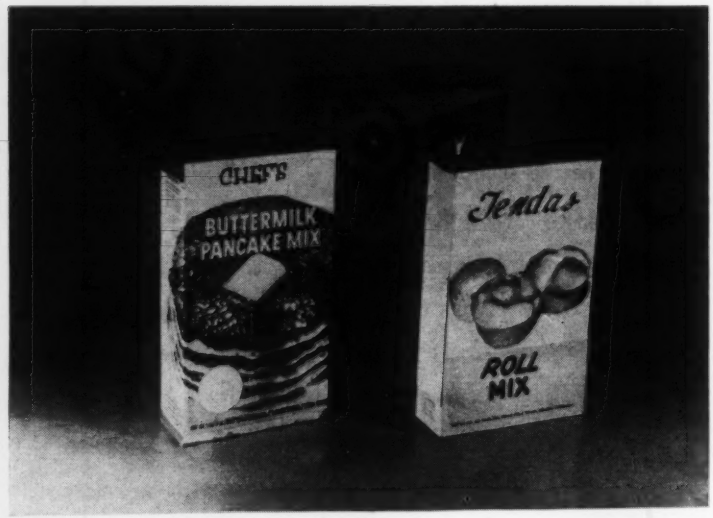
Top 10 Multi-Weekly Tv Programs

October 1-7, 1955

	Name of Program	Weekly Average
1.	Mickey Mouse Club (ABC)	17.3
2.	Coke Time (NBC)	15.7
3.	Dinah Shore (NBC)	14.4
4.	News Caravan (NBC)	13.4
5.	Howdy Doody (NBC)	13.3
6.	Tonight (NBC)	13.1
7.	World of Mr. Sweeney (NBC)	11.6
8.	CBS News—7:15 p.m. (CBS)	10.8
9.	Garry Moore (CBS)	10.6
10.	It Pays To Be Married (NBC)	10.5
	Strike It Rich (CBS)	10.5

Copyright, VIDEODEX, INC.

Millions of Mixes!!



If you sold just one package of your mixes to the homes in WGN's area, it would mean 4,686,860 packages sold!!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

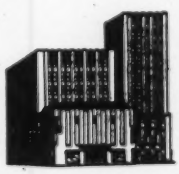
*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Advertising Solicitation Office: 220 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Hazel Bishop Expands Sales

UNDERLINING Hazel Bishop Inc.'s sales expansion—the company's sales in the current quarter were reported to be at an all-time high—Donald Burr, president of the firm, announced last week the appointment of six new regional sales managers.

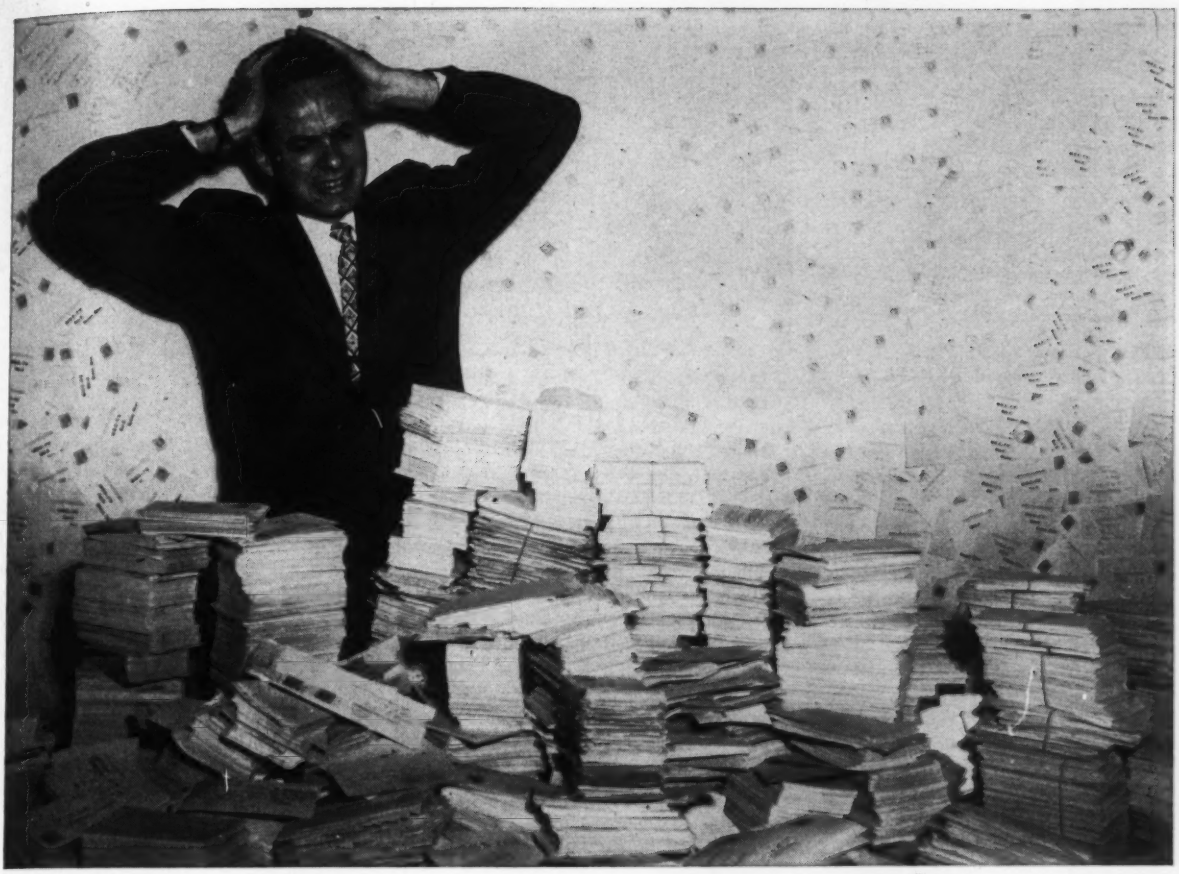
The appointments, which are effective immediately, are: Charles Arnold, eastern region; Irving Halperin, New England region; Howard Solomon, midwestern region; Emil Heuer, southwestern region; W. R. Allen, western region, and Ames Howlett, east central states.

BUSINESS

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and Plymouth Div. of Chrysler Corp., Detroit, have renewed alternate sponsorship of NBC-TV *News Caravan*. Agency for Reynolds is William Esty Co., and N. W. Ayer & Son Inc. handles Plymouth account.

Parkhill Bedding Ltd., and **G. F. Stephens & Co. Ltd.** (paints), both of Winnipeg, Man., have started alternate weekly sponsorship of half-hour film series *Waterfront* on six western Canadian tv stations. Agency is Stewart-Bowman-Macpherson Ltd., Winnipeg.

Langendorf United Bakeries, San Francisco, renews sponsorship of NBC Film Div. *Steve Donovan, Western Marshal* for another 39 weeks. Langendorf since April has been sponsoring series in 13 California, Washington and Oregon markets.



WBZ-TV sparks all of New England!

The postcards piled higher and higher!

From the day WBZ-TV began its big contest to promote fire prevention within its coverage area to contest close, an avalanche of postcards poured in from all over New England. Winner of the National Board of Fire Underwriters' Gold Medal for 3 successive years, WBZ-TV continued its national leadership in Fire Prevention.

Thousands vowed to exercise caution against those fire hazards which cause the greatest loss of life and property in New England. Interest was heightened by WBZ-TV's offer of life-saving pneolators (respirators) to fire departments of towns with best pledge records, but no prizes were offered to individuals. The response to the WBZ-TV appeal was completely selfless.

Tons of mail, with dramatic undertones of warmth and human interest, were received, representing more than 50,000 pieces in all. For example—

- 35 Boy Scouts in rural Boxboro, Mass. (population 476) canvassed the entire village on a dreary Sunday afternoon, in driving rains that caused floods in New England!
- All officers and men at the South Weymouth Naval Air Station sent in pledges!
- Clergymen in Holbrook solicited from the pulpit to bring in close to a 100% response from town citizens!
- Entire Boston College football team stopped long enough in the middle of scrimmage to sign fire pledges!

And on and on and on. Here was the greatest evidence ever of the powerful pull of WBZ-TV, in the nation's sixth largest market. If you're thinking about giving a special spark to your sales story, start by calling Herb Massé, WBZ-TV Sales Manager, at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York.

WBZ-TV Channel 4 Boston

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

AGENCY APPOINTMENTS

Duff Baking Mix Co. (gingerbread, waffle, hot roll, muffin, and frosting mixes), Newark, N. J., appoints Kastor, Farrell, Chesley & Clifford Inc., N. Y. Account formerly handled by Doherty, Clifford, Steers & Shenfield Inc., N. Y.

Manhattan Shirt Co., N. Y., and its agency, Kenyon & Eckhardt, will end 10-year relationship after 1956 spring campaign. Shirt company has engaged John Orr Young, advertising consultant, to assist in finding new agency.

Jacqueline Cochran Inc., N. Y., appoints Al Paul Lefton Co., that city, for full cosmetics line and for Parfums Charbert.

Reliance Pencil Corp. (pencils, ball points), Mount Vernon, N. Y., appoints Wexton Adv. Agency, N. Y. Kenneth Rader, agency vice president, will supervise account.

Consolidated Royal Chemical Corp. (Krank's Shave Kreem) appoints Gordon Best Co., Chicago. Broadcast media may be used.

W. L. Kreider's Sons Manufacturing Co., Palmyra, Pa., names Wasser, Kay & Phillips Inc., Pittsburgh, Pa., for Ruggies and Foot-Traits juvenile shoes. Kreider's also is exclusive sales representative for Strait-Step, first-walking shoe which is being promoted in major national markets on tv.

Elgin Softener Corp., Elgin Ill., announces appointment of Phil Gordon Agency, Chicago, for Softmaster push-button automatic water softener and related home appliance line. Dan Smith is account executive.

Green Spot Co., L. A. (dairy orange concentrate), names Dan B. Miner Co., same city.

CO-SPONSORSHIP of the Marquette U. basketball broadcasts this winter has been announced by the Miller Brewing Co., Milwaukee, marking the sixth consecutive year the company has aired the Warrior games. Sportscaster John Reddy will originate the play-by-play broadcasts over WOKY Milwaukee, with WNAM Neenah-Menasha, Wis., also carrying the games. Shown toasting the Marquette team are (l to r) Stan Lowe, business manager of Marquette U.; Vernon S. Mullen Jr., Miller advertising manager, and Con Jennings, Marquette athletic director.

New York State Civil Defense Commission names Kastor, Farrell, Chesley & Clifford, N. Y., as consultants to the Commission on radio and television activities for educational purposes, and to coordinate Conelrad air raid warning network within the state for broadcasters, civil defense authorities, Air Force and FCC.

Huron Milling Co., Royal Oak, Mich., names MacManus, John & Adams, Bloomfield Hills, Mich. Media plans as yet undetermined.

Berkshire Knitting Mills, Reading, Pa., names Ogilvy, Benson & Mather as its agency, effective Jan. 1. Kenyon & Eckhardt, N. Y., currently handles account.

Richardson & Robbins (chicken products, puddings), Dover, Del., appoints Gray & Rogers, Philadelphia.

De Pree Co. (pharmaceuticals), Holland, Mich., appoints Grant, Schwenck & Baker Inc., Chicago, for Nullo Chlorophyll deodorant. Radio will be used.

Englewood Business Men's Assn. of Chicago has retained J. R. Pershall Co., that city, for institutional advertising campaign to point up shopping advantages in the area of Chicago. Radio and printed media will be utilized.

E. F. Hutton & Co., N. Y, brokerage house, appoints J. Walter Thompson Co., effective Dec. 1. Account has been serviced by Doremus & Co., N. Y., and Erwin, Wasey Inc., Los Angeles.

Weston Biscuit Co., Passaic, N. J., names Biow-Beirn-Toigo Inc., N. Y., as its advertising agency for all of its divisions, effective immediately. Weston's former agency was Geyer Inc., N. Y.

Penn-Port Div., Pennsylvania Wire Glass Co. (carport-patio covers), Philadelphia, and **Kittinger Co.** (furniture), Buffalo, appoint Lee Ramdell & Co., Philadelphia.

E. & J. Gallo Winery, Modesto, Calif., appoints Doyles, Dane, Bernbach, N. Y., for advertising, including radio and tv.

Temple Frosted Foods Inc. (frozen Chinese foods), Brooklyn, N. Y., appoints Blaine-Thompson Co., N. Y., for advertising, merchandising and sales promotion.

Langendorf United Bakers, Homestead Div., S. F., names Honig-Cooper Co., that city, for Butternut bread, effective Dec. 12.

R. Wallace & Sons Mfg. Co., (silver flatware, holloware, stainless steel), Wallingford, Conn., names Biow-Beirn-Toigo Inc., N. Y., for all products.

A&A SHORTS

Adrian Bauer & Alan Tripp Inc. is new corporate name of former Adrian Bauer Adv. Agency, 1528 Walnut St., Philadelphia, now in larger quarters. New office features recording studio and front-rear view film projection facilities. Mr. Bauer continues as chairman of board with Mr. Tripp as president.

Applestein, Levinstein & Golnick Advertising Agency, Baltimore, has taken new space at 342 N. Charles St., four times larger than old quarters.

John V. Anderson Agency, Omaha, became successor to Anderson & Roll Adv. New personnel include **Keith H. Royer,** promotion and merchandising director, WOW Omaha, and **Norman Rawson,** former agricultural account director with another Omaha agency.

Some 33 Hazel Bishop Inc. executives and divisional sales managers will be granted stock options under capital gains incentive plan established "to attract top talent to the company and assure a continuance of its key personnel," it was announced by Raymond Spector, board chairman of Hazel Bishop Inc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

NIELSEN • SAMS • BMB • PULSE • HOOPER • ETC.

You Choose!

Use the measurement YOU like . . . because for 31 years . . . in ROANOKE and Western Virginia the RADIO answer always comes out WDBJ:

Ask Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC. *National Representatives*

There was a young woman...

who lived in a shoe--
she had so many children,
but she knew just what to do.

The young families—the big families—the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, films and family features frequently leading network competition.

In the late afternoon more than *68%* of the audience sees "Mickey Mouse Club" and the great new Fall lineup of ABC family shows plus our strong sports lineup and syndicated shows that make KTRK-TV Houston's Best Buy.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13
P.O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.

DICK LEWIS

Here's Your Man!

FOR SELLING THE LATE MOVIE AUDIENCE IN DENVER

"Controversial" Dick Lewis . . . Denver's TV "pitchman" . . . gets more salesmanship into 'tween-reel minutes than any cinema-jockey in The Denver area! Buy the Dick Lewis "Late Show" on KLZ-TV for **SALES RESULTS!**

Your KATZ man knows.

CBS Television in Denver

KLZ TV Channel 7

Denver's Highest Powered Television Station

Robert M. Gamble Jr., Advertising, Washington, D. C., **Warner & Todd Inc.,** St. Louis, **Raymond R. Morgan,** Hollywood, and **Charles Bowes Adv.,** L. A., elected to membership in American Assn. of Advertising Agencies.

Schneider Cardon Adv. Ltd., Montreal, has opened Toronto office at 501 Yonge St., with **C. W. Scarlett** as office manager. **Gordon Allen,** former radio director of Vickers & Benson Ltd., Toronto, is account executive.

Advertising Research Foundation, N. Y., announces election of U. of Kansas, U. of Washington, and State U. of Iowa as associate academic subscribers to its service, bringing university roster to nine.

James C. Cummings, vice president of Anderson & Cairns Inc., N. Y., has updated his *New Sales Promotion in the Textile Industry,* and it has been published in revised and expanded form by business book division of Fairchild Publications Inc. Book covers such topics as brand promotion, cooperative advertising and growth of tv importance in textile promotion.

Dr. Charles J. Courtney, director, marketing and merchandising department, Creighton U., Omaha, is author of 65-page booklet, *A Check-List for Marketing Management.* Publication is written for researchers, agencymen and product developers, who can get copies from university at $2.50.

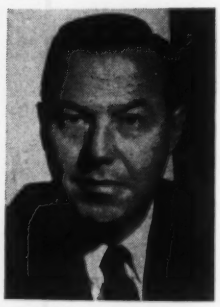
Advertising Agency Register Pub. Co., L. A., has published second annual L. A. County *Register* listing agencies, personnel, clients, media and rates.

L W. Ramsey Adv. Agency, Davenport, Iowa, is using giant potato chip package and Scottish lass living trademark model in tv spots produced for Hiland Potato Chip Co., Des Moines and Davenport.

A&A PEOPLE

Edward R. Beach, vice president, Benton & Bowles, N. Y., to McCann-Erickson, that city, as vice president and chairman of marketing plans board.

G. Warren Schloat Jr., senior executive producer and executive tv administrator, William Esty Co., N. Y., to Compton Adv., that city, as vice president in charge of television commercial production.


MR. SCHLOAT

Bernard J. Wiernik, general sales manager, Mogen David Wine Corp., Chicago, appointed vice president in charge of advertising and sales.

Eugene V. Carlquist, William P. Dumont, John S. Manuel, Edward J. Martin, Arthur E. Durham and **Walter R. Ceperly** elected to Fuller & Smith & Ross Inc. board of directors. Advertising firm has offices in Cleveland, Ohio, N. Y. and Chicago.

Ruth Ann Askey, Boland Assoc., San Francisco, to Diamond & Sherwood Inc., that city, as media director and special representative.

Joseph McPartland, account executive, Kudner Agency Inc., N. Y., named manager of agency's control department, succeeding **Thomas Prichard,** assigned to Frigidaire account. **Raymond Castner** appointed Mr. McPartland's assistant.

Jessica Maxwell, casting and dialogue director, Biow - Beirn - Toigo, to Compton Advertising, N. Y., in similar capacity with radio-tv department.

MISS MAXWELL

Leonard H. Russell elected vice president in charge of research for Warwick & Legler, N. Y. advertising firm. He has been with the firm since 1952.

Herbert E. Lytton to Kudner Agency, N. Y., on copy staff for Frigidaire account. He formerly worked with Macy's department store (N. Y.).

Thomas A. Wright Jr., NBC sales and sales research department, to media department of Leo Burnett Co., Chicago, as group supervisor.

Philip Corper appointed account manager on Armour & Co. account at Tatham-Laird Inc., Chicago.

Edward R. McNeilly, formerly president, Enterprise Adv. Inc., L. A., to Doyle Dane Bernbach Inc., that city, as account executive.

Herman Spero rejoins Ohio Adv. Agency, Cleveland, as account executive, after three years in Akron, Ohio, with WAKR Akron and National Transitads Co.

August Maher, former partner, Mallonee & Maher, public relations firm, to Ogden Adv., Towson, Md.

Grace Rauworth, media manager, J. R. Pershall Co., Chicago, placed in charge of radio, tv and outdoor advertising. **Edward K. Patten,** formerly with Turner Adv. Agency Inc., same city, to creative staff of Pershall agency.

Norma Seltzer, formerly with Horace H. Nahm Co., N. Y., direct mail specialists, to Grey Adv. Agency, that city, as writer in sales development department. **Mel Richman,** copywriter at L. C. Mayers Co. (mail order retailer), N. Y., to similar position at Grey Adv.

C. James Kroll, traffic-production manager, Schwimmer & Scott, Chicago, to Erwin, Wasey & Co., L. A., as traffic manager.

Don Cavitt, advertising manager for R. N. Cardozo & Brother, St. Paul, to Ray C. Jenkins agency, Minneapolis, copy department.

Rosser T. Reeves, partner, Ted Bates, N. Y., elected president, American Chess Foundation, N. Y.

Paul L. Kohl, art director, Olian Adv. Co., St. Louis, to Krupnick & Assoc., that city, as associate art director.

Harmon O. Nelson, radio-tv director, Stromberger, LaVene, McKenzie, L. A. advertising agency, father of twins, Amy and Harmon O. III. Mrs. Nelson is director of business affairs, CBS Radio, Hollywood office.

RATING PEOPLE

John Boesel, assistant to executive vice president, A. C. Nielsen Co., Chicago, also named account executive in firm's radio-tv division, handling Nielsen radio-tv index clients in Chicago area.

SPOT CHECK REPORT

We wanted to find out how we were doing after four weeks of programming exclusively with A.B.C.—strong local shows and selected independent productions. We asked Trendex for a spot check report. Thirty-eight quarter hours between 9:00 A.M. and 6:30 P.M. were rated daily from October 19 through the 25th.

Here it is:

Station "B" led in 8 out of 38

Channel 13 WHBQ-TV MEMPHIS led in 30 out of 38

Examine . . . know all the evidence and one conclusion is inescapable

The Mid-South's most powerful station is also the most popular.

Channel 13 WHBQ-TV MEMPHIS

Represented nationally by Blair TV, Inc.

photo. courtesy Longley Photos, Cincinnati

It's An Old Cincinnati Habit—

Since 1895, Cincinnatians have made it a habit to attend concerts of the internationally famous Cincinnati Symphony Orchestra, under a succession of eminent conductors from Theodore Thomas to Thor Johnson. All Cincinnati is proud of its Symphony Orchestra—and all Cincinnati attends the Symphony. It's an old Cincinnati habit.

-another old Cincinnati habit

is listening to

WCKY

Almost 10 years with news and music programming, has developed in a healthy majority of Cincinnatians, the habit of tuning to WCKY, any time of the day or night to hear

The best in music

The latest in news

The latest Pulse (Sept.-Oct. 1955) is proof that Cincinnati listens to WCKY with

21% of the morning audience

22% of the afternoon audience

21% of the nighttime audience

In one week—87.2% of all Cincinnati homes tune in their favorite station

WCKY

it's an old Cincinnati habit.

Make your product a habit in Cincinnati

BUY WCKY

For availabilities wire or phone collect

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 607 Market St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

GEN. TELERADIO AND RKO RADIO PICTURES FORMING RKO TELERADIO PICTURES

Broadcasting and movie production interests will merge if FCC approves reassignment of radio-tv properties. General Tire purchase of R. H. Macy's 10% interest in GT also announced.

FIRST radio-tv and motion picture film production company, in name as well as in fact, was announced last week with the merger of General Teleradio Inc. and RKO Radio Pictures Inc.—which General Teleradio bought last July for $25 million from Howard Hughes—into RKO Teleradio Pictures Inc.

The new entertainment giant, which cannot come into existence until the FCC approves transfers and assignments of General Teleradio's radio and tv properties, will be divided into two divisions. General Teleradio Div. will run the broadcast properties, and the RKO Radio Pictures Div. will handle film production and distribution.

Thomas F. O'Neil will head the new company. He will also remain as executive chief of the broadcast business, while Daniel O'Shea will continue as head of the film activities.

In the early 1930's and until late 1935, RCA owned controlling interest in RKO. RKO was then, in effect, a subsidiary of RCA.

At the same time it was announced that General Tire & Rubber Co., 90% owner of General Teleradio, has bought out R. H. Macy & Co.'s 10% ownership in General Teleradio for $2¼ million.

The merger cannot be effective until the FCC approves the reassignment of the radio and tv properties now licensed or controlled by General Teleradio. This involves six radio stations and five television stations. General Teleradio also owns 58% of Mutual Broadcasting System, and 100% of the Yankee Network in New England and the Don Lee Network on the Pacific Coast.

General Tire's purchase of Macy's 732 shares in General Teleradio (out of 7,324 outstanding) was made by promissory note bearing 3.5% interest. Macy became a stockholder in General Teleradio in 1952 when it sold WOR-AM-FM-TV New York to the O'Neil interests for $4.5 million, plus $315,000 per year lease on the WOR studio and transmitter properties, and a 10% stock interest in General Teleradio.

After the merger is consummated, following FCC approval of station changes, RKO Teleradio Pictures Inc. will issue 7,324 shares ($100 par value). General Tire, owned by William O'Neil and family, will continue to own all of these.

The balance sheet of General Teleradio, as of Sept. 30, 1955, showed total assets of $45,110,406—of which $12,788,942 were current assets. Current liabilities were listed at $8,924,458, and long term liabilities at $28.5 million ($21.5 million to Chase National Bank and $7 million to parent General Tire). Earned surplus was carried at $6,807,068. This balance sheet did not include MBS assets and liabilities, it was pointed out.

Balance sheet of RKO Radio Pictures Inc., as of Oct. 1, 1955, showed total assets of $20,545,099—of which $789,203 were current assets. Current liabilities were listed at $6,347,525, long term liabilities at $2,831,977, and deficit as $22,543,879.

General Teleradio's net income, after federal taxes, was $1,194,112 in 1953, and $1,549,964 in 1954.

RKO Radio's net loss was $3,390,205 in 1953 and $418,556 in 1954.

General Teleradio owns WNAC-AM-FM-TV Boston, WGTH-AM-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York, WHBQ-AM-TV Memphis, and WEAT-AM-TV West Palm Beach, Fla. The sale of WGTH-AM-TV to CBS for $650,000 is pending FCC approval.

Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

$1 Million-Plus Outlay '55 Estimate by Tv Inc.

TV INC., New York, station-owned film buying organization, estimates that its total purchases will surpass $1 million by the end of this year.

This revelation was made by Joe Floyd, KELO-TV Sioux Falls, S. D., and president of Tv Inc., in a report to a board of directors meeting of the corporation in Chicago Nov. 12. He said the figure assumes "even greater importance" because purchases were made for member stations, all in small markets.

W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., executive vice president of the organization, said tv film distributors stand to gain from Tv Inc.'s collective efforts because selling costs are higher "in smaller situations due to less gross and inaccessibility." Ed Craney, KXLF-TV Butte, Mont., treasurer of Tv Inc., saw estimated figure as an encouraging one because most member stations already had contract commitments running from 12 to 18 months when Tv Inc. became active the first of this year.

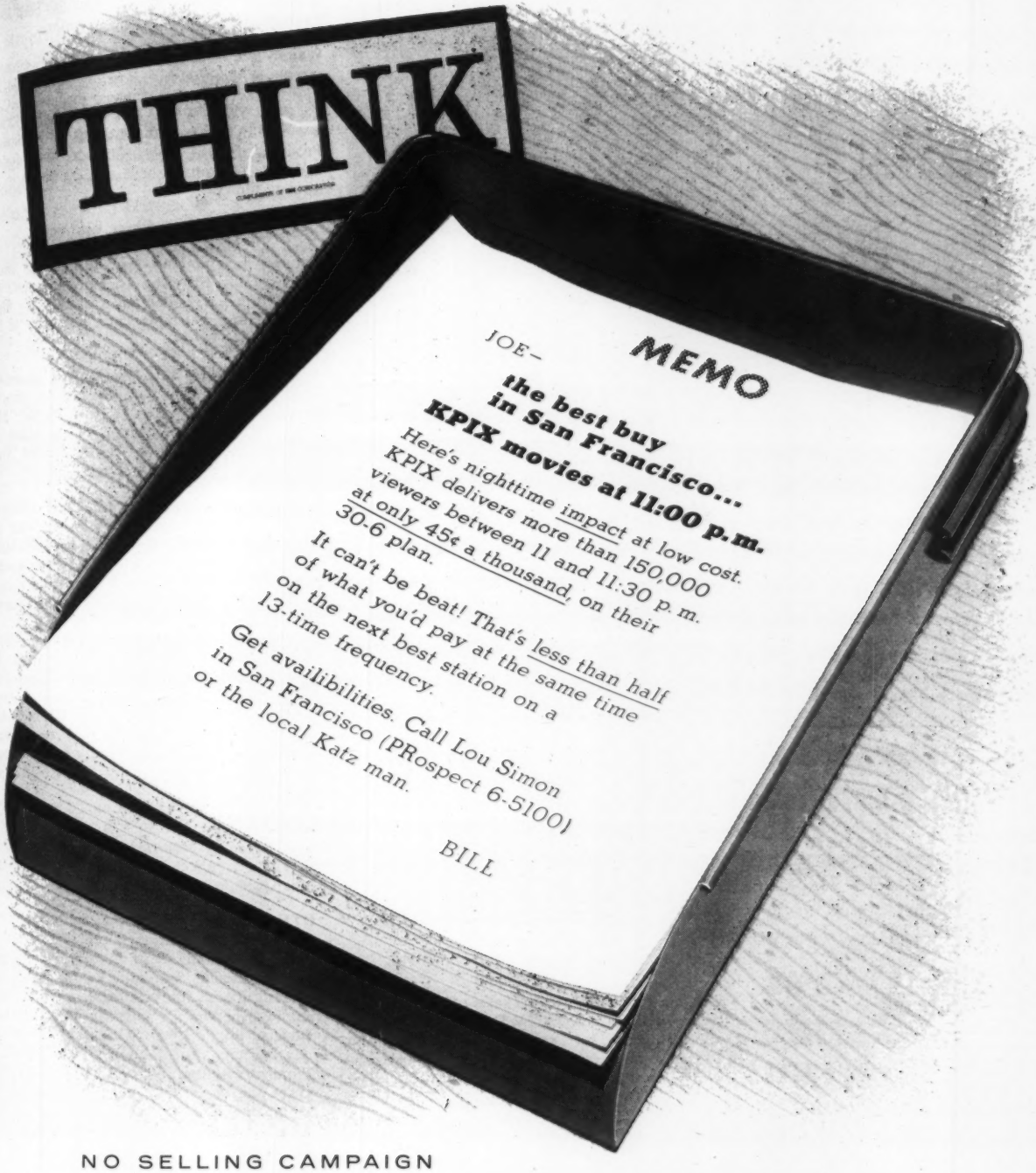
Herb Jacobs, general manager of Tv Inc., said the organization has benefited the distributors as well as member stations. He said distributors have effected savings by eliminating negotiations with smaller stations, while the stations have gained price concessions. Mr. Jacobs reported that Tv Inc. plans a campaign to enroll new members in 1956, with the goal set at 100. Present membership, he said, stands at 50.

UPA Seeking Location For New Calif. Studios

WITH production activities and schedules far ahead of its present facilities, United Productions of America is searching the area around Los Angeles for a new studio site, according to Stephen Bosustow, UPA president. He stated new studio buildings are needed which will provide space for at least a 50% increase in personnel, plus additional photographic and process equipment.

The firm's New York office is moving into new and larger quarters after the first of the year.

Within two weeks, eight new units will be established to produce series material for the upcoming UPA weekly half-hour tv program for CBS-TV. Special music and script departments also will be organized to expedite the additional tv program work load.


THINK
JOE–
MEMO
the best buy
in San Francisco...
KPIX movies at 11:00 p.m.
Here's nighttime impact at low cost.
KPIX delivers more than 150,000
viewers between 11 and 11:30 p. m.
at only 45¢ a thousand, on their
30-6 plan.
It can't be beat! That's less than half
of what you'd pay at the same time
on the next best station on a
13-time frequency.
Get availibilities. Call Lou Simon
in San Francisco (PRospect 6-5100)
or the local Katz man.
BILL

NO SELLING CAMPAIGN

IN THE SAN FRANCISCO AREA IS COMPLETE WITHOUT...

kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

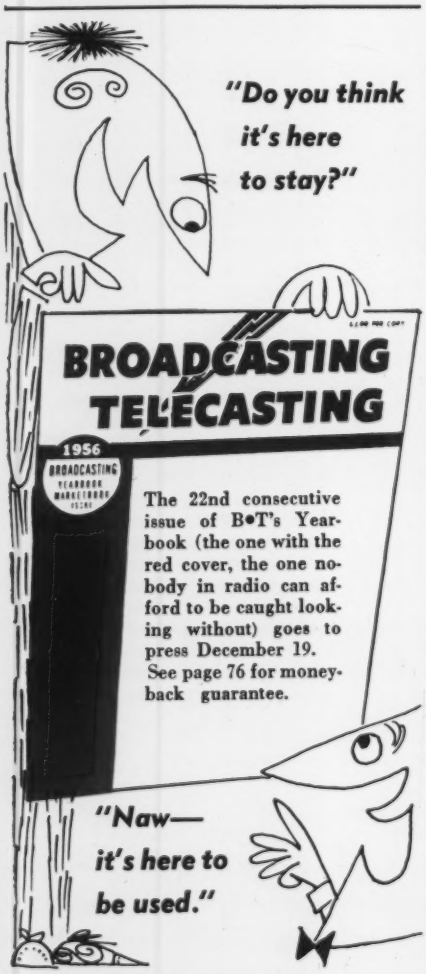
WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency

PROMOTION KIT gets close inspection from law enforcement officers and sponsor of the *Highway Patrol* series which premiered this season on WREX-TV Rockford, Ill. L to r: seated, Monroe Singer, National Appliance & Television, sponsor on WREX-TV; Tom Boustad, Rockford chief of police; Leonard Friberg, Winnebago County sheriff; standing, A. J. Bilardello, WREX-TV local sales manager; Mike Cullen and Larry Frank, both with National Appliance. The station and sponsor hosted officers from nine counties.

Hooker Case Held Over

NEW YORK Supreme Court Justice Joseph A. Gavangan held over a show-cause procedure last Wednesday against Film Network Inc. and Master Television Inc., New York, both headed by West Hooker, until this Wednesday [B•T, Nov. 14]. A temporary injunction was obtained several weeks ago by the New York state Attorney General's Office against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock. Mr. Hooker has until Wednesday to show cause why the restraining order should not be continued.


"Do you think it's here to stay?"
BROADCASTING TELECASTING
1956 BROADCASTING YEARBOOK MARKETBOOK
The 22nd consecutive issue of B•T's Yearbook (the one with the red cover, the one nobody in radio can afford to be caught looking without) goes to press December 19.
See page 76 for money-back guarantee.
"Naw— it's here to be used."

RKO Board Elects Dozier V.P.

WILLIAM DOZIER was elected a vice president of RKO Radio Pictures Inc. at a meeting of the board of directors Nov. 18, Charles L. Glett, executive vice president, announced last week. Mr. Dozier resigned as director of network programs for CBS Nov. 10 to become vice president in charge of production for RKO.

FILM SALES

Synda-Pix, L. A., reports sales of *Art Linkletter and the Kids* to KOA-TV Denver, WTTV (TV) Bloomington, Ind., and WBTV (TV) Charlotte, N. C.; *Mr. and Mrs. North* to KAKE-TV Wichita, Kan.; KBES-TV Medford, Ore.; WEHT-TV Henderson, Ky.; KIEM-TV Eureka, Calif.; WITN-TV Washington, N. C.; KARK-TV Little Rock, Ark.; KTBS-TV Shreveport, La., and WBRC-TV Birmingham, Ala., and *The Charoline Leonetti Show* to WNEW-TV Bay City, Mich., and WSAU-TV Wausau, Wis.

WCBS-TV New York last week announced it had contracted with Tele-Pictures Inc. for exclusive first run tv series of nine Bob Lippert feature films, to be telecast next spring. Picture stars include Lon Chaney, John Ireland, Richard Conte, Paulette Goddard, and others.

Guild Films Co., N. Y., has sold *Confidential File* series in four new markets bringing total markets for series to 100. Program has been sold in Wichita (Yingling Chevrolet), Peoria, Ill. (Beard Motor Co.), Baltimore (City Chevrolet Co.) and Stockton, Calif. (advertiser to be announced).

RCA Recorded Program Services, N. Y., reports *Town and Country Time* film series being carried in 50 markets, with new sales to sponsors in seven cities and to four tv stations. Newly-introduced *The Sam Snead Show* has been sold to three advertisers and a tv station.

Walter Schwimmer, Chicago film distributor, reports *Championship Bowling* series sold in 137 markets. Latest buyers include WRCA-TV New York, WMAL-TV Washington, KGO-TV San Francisco and WAAM-TV Baltimore. Producer Pete DeMet, Chicago auto dealer, and Mr. Schwimmer will add 26 shows to 52 already filmed.

FILM RANDOM SHOTS

Thomas J. Valentino Inc., N. Y., has issued 1956 catalog featuring background music for 16mm film use, slides and documentary films. Free catalogs available from company at 150 W. 46th St., N. Y.

Robert J. Enders Inc., Washington advertising agency, has set early January shooting date for 13-show dramatic series starring Herbert Marshall. Films, incorporating official Civil Defense-projected thinking, center around American family in post-atomic era.

Flicka Film Productions (animation), Chicago, announces expansion of facilities, with new quarters at 1429 N. Wells St., and staff, including appointment of **Bob McKenna,** former account executive at Kling Film Productions, as sales manager. **Don Stubbs,** former network tv writer, becomes creative director.

Television Adventure Films Corp. Culver City, Calif., producers Julian Lesser and Jack Douglas have signed Marais and Miranda, African Veld singers, for forthcoming "I Found Albert Schweitzer" program on *I Search for Adventure* series. Sven Nykvist, Swedish cinematographer, photographed Dr. Schweitzer in jungle for show.

National Television Film Council has established permanent offices at 1639 Broadway, N. Y., 19. Telephone: JUdson 6-5444. Melvin L. Gold, NTFC permanent president and president of Mel Gold Productions, N. Y., is in charge.

RTV Syndicate, Philadelphia, is offering tv stations spot announcement series, "That's for Sure!" combining cartoon art and promotion or commercial lead-in. Visual material includes epigram, illustration and space for local ad, by Franklin P. Jones, partner in Gray & Rogers, Philadelphia adv. agency, and *Saturday Evening Post* columnist, and Jerry Doyle, *Philadelphia Daily News* cartoonist. RTV says series can be used for commercial spot, station break, thought for the day, signoff or part of program, with or without voice. Tentative release date on "That's for Sure!" is Jan. 1.

Barry-Grafman & Assoc., Chicago film distributor, announces move to larger quarters at 203 N. Wabash Ave., that city.

Maine Township of Park Ridge, Ill., is conducting series of industrial film workshops as part of an adult education program in cooperation with Telecine Film Studios Inc., with Byron L. Friend, Telecine president, as moderator.

FILM PEOPLE

Joe David promoted to plant supervisor and **Fred Todaro** to production manager at Circle Film Labs. Inc., N. Y., as part of expansion in color film work.

Archibald U. Braunfeld, c.p.a. specializing in radio-tv-theatre, named comptroller of National Telefilm Assoc., N. Y., distributors.

DELEGATES LIKE NARTB REGIONAL PLAN

Majority of regional meetings also take stands favoring name change and legislative action on daylight-time fiasco. Attendance up 351 over last year's district plan. Equipment and service firms also endorse eight-meeting schedule.

REGIONAL meetings of the NARTB are here to stay, judging by the views of members who participated in the eight-meeting schedule that wound up Nov. 18 in Dallas with a record total attendance.

Seven of the eight meetings voted in favor of the regional idea in place of the 17-meeting schedule that had prevailed up to this year. Only region that didn't act was the seventh (Mountain States), since this group of 6½ states comprises the NARTB's District 14 and was not affected by the regional schedule.

Association members took a series of stands on other matters during the autumn schedule, including a proposal to change the association's name back to National Assn. of Broadcasters.

Of the five regions that voted on the proposal to abandon the name National Assn. of Radio & Television Broadcasters, only Region 6 (Texas, Okla., Kan.) opposed the idea. The four regions that favored a change back to NAB included delegates from 23 states.

This proposal first came up Sept. 29 at the New Orleans meeting. It stemmed from action taken in August by the Georgia Assn. of Broadcasters, which had contended the term "broadcasters" adequately describes those "engaged in dissemination of sound and/or video programs."

The New Orleans delegates suggested that NARTB's board poll the membership on the subject.

Seven of the eight regions asked legislative or other action that will prevent a repetition of last autumn's daylight time mixup. In substance the delegates proposed that the relationship between the various time zones be maintained on a basis similar to standard time zoning. Daylight time is opposed in many areas of the South and West. No resolution on the subject was adopted by Region 1 (New England, N. Y., N. J.).

Two regions deplored the multiplicity of program rating services, claiming they create confusion. Another region suggested use of ratings be limited to analyzing the merits of individual programs and another favored minimum standards for rating services.

The copyright subject came up in the Mountain States meeting at Colorado Springs, with the claim voiced that radio copyright fees impose a hardship on stations and called for re-examination of the whole copyright subject. This district also asked easing of FCC rules on identification of recordings and called for priority rights to free radio and tv as against methods requiring fees or service charges. It proposed that the Federal Power Commission require high-tension lines to be at least 1,000 feet from all major highways.

Five regions endorsed the Crusade for Freedom campaign. One lauded manufacturers for development of personalized radios.

Total broadcaster attendance at the eight regional meetings was 1,269 compared to 918 at the 17 district meetings held in the fall of 1954, according to William K. Treynor, station relations manager.

He broke down comparative broadcaster attendance at regional meetings and the same states a year ago as follows:

Region 4, Chicago—163 delegates in 1955; 106 at three district meetings in 1954.

Region 1, Saranac, N. Y.—128 in 1955; 145 in 1954.

Region 3, New Orleans—152 in 1955; 90 in 1954.

Region 2, Roanoke, Va.—163 in 1955; 168 in 1954.

Region 8, San Francisco—202 in 1955; 175 in 1954.

Region 7, Colorado Springs (same as Dist. 14)—97 in 1955; 78 in 1954.

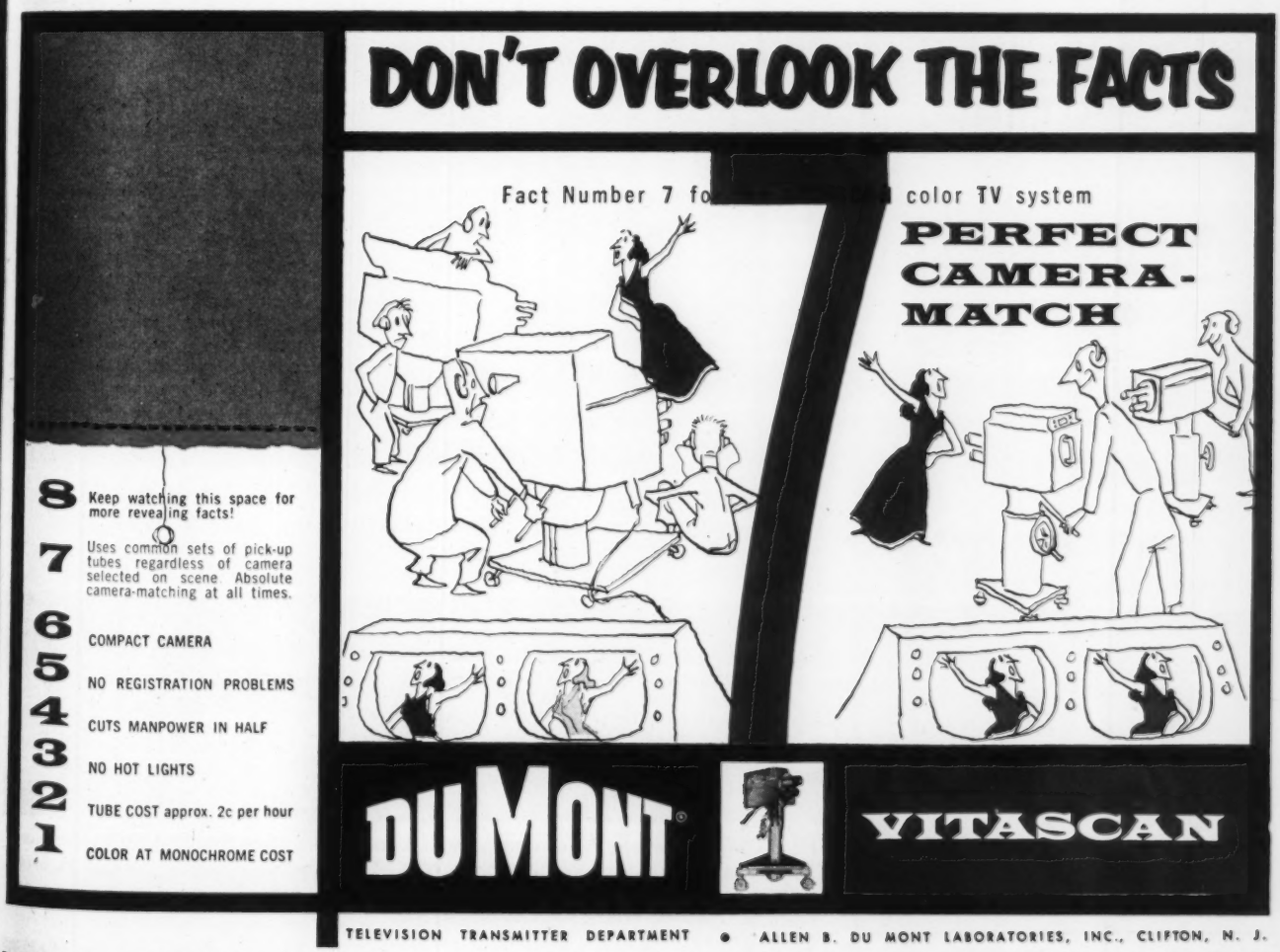
Region 5, Des Moines—158 in 1955; 134 in 1954.

Region 6, Dallas—206 in 1955; 100 in 1954.

Best record was attained at Dallas, where attendance more than doubled the combined figure for the same three states (Texas, Okla., Kan.) a year ago. Smallest attendance was at Colorado Springs but the 97 total was 19 above a year ago.

In addition to broadcaster delegates, an average of 45 associate members, guests and publication representatives attended each of the eight meetings. A year ago an average of 35 attended each of the 17 district meetings.

Equipment and service firms told NARTB they liked the eight-meeting schedule because it saved travel time and expense.


DON'T OVERLOOK THE FACTS
Fact Number 7 fo
color TV system
PERFECT CAMERA-MATCH
8 Keep watching this space for more revealing facts!
7 Uses common sets of pick-up tubes regardless of camera selected on scene. Absolute camera-matching at all times.
6 COMPACT CAMERA
5 NO REGISTRATION PROBLEMS
4 CUTS MANPOWER IN HALF
3 NO HOT LIGHTS
2 TUBE COST approx. 2c per hour
1 COLOR AT MONOCHROME COST
DU MONT
VITASCAN
TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

We're

Not Being

KITTENISH

But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

Jewelry Advertising Target Of New RAB Packet Release

IN AN EFFORT to wed the radio and jewelry industries, Radio Advertising Bureau has released a special "jewelry store package mailing," which RAB deems "the most complete packet of sales tools" it has ever devised.

Package includes nine separate sales brochures that tell sales succes stories of jewelry stores through the use of radio; explains how jewelers can compete in a heavy metropolitan market, and reports on the advantages of co-op advertising and other sales means offered only by radio.

The jewelry mailing is the third in a series produced by RAB's local promotion department, others having covered the men's wear and home furnishings fields. Future series will include department stores, supermarkets, automotive outlets, women's wear and drug stores.

Wannamaker New President Of N. C. Broadcasters Assn.

ALLEN WANNAMAKER, WBIG Greensboro, N. C., was elected president of North Carolina Assn. of Broadcasters during the Bermuda convention-cruise Nov. 10-16 on board the *M. S. Stockholm*. Retiring NCAB president William S. Page, WELS Kinston, presided at each of two sessions at sea.

Other new officers are vice president, Edmond H. Smith, WIRC Hickory, and secretary-treasurer, Cecil B. Hoskins (re-elected), WWNC Asheville. Directors are Doris B. Brown (western), WKBC North Wilkesboro; Frank S. Lambeth (central), WMFR High Point, and Harry W. Severance (eastern), WGTC Greenville.

Principal speaker was Frank Silvernail, BBDO station relations director. Topics discussed by the association included daylight saving time problems, N. C. sales tax on broadcast equipment and Freedom of Information efforts. Committees were appointed on all three subjects.

The N. C. broadcasters heard an address of welcome by Henry Vesey, member of Her Majesty's Executive Council of Bermuda and chairman of the Bermuda Trade Development Board, when they docked and greetings were extended by H. G. Roberts, mayor of "Ye Ancient Towne of St. George." A number of Tar Heel broadcasters visited Bermuda's commercial radio stations during their three-day stay in that city.

Tv-Induced 'Colds'

TELEVISION could be an indirect and innocent cause of recurrent "colds" in some children, the Southern Medical Assn., meeting in Houston, Tex., was told last Wednesday.

According to Dr. Almon F. Halpern, Dallas, many children watch tv while "lying on a rug," and mold and dust from a rug can touch off an "allergic" type cold in children sensitive to such material.

Dr. Halpern pointed out, however, that chemicals are available for spraying rugs and overstuffed furniture in tv rooms and that these chemicals can "quite effectively control" the airborne materials which could trigger respiratory ailments in certain youngsters.

Joint Tv Code Committee To Report Findings Thursday

A REPORT will be issued in Hollywood Thursday by the Joint Television Code Committee covering its findings on a proposed code of ethics and standards of practice covering tv film and tv package producers. The committee consists of six members, representing the National Society of Television Producers and the National Audience Board.

The committee is an outgrowth of a recent meeting of NSTP, held in Beverly Hills, to which representatives of the audience board were invited. It was the suggestion of Peter Goelet, the board's president, that producers adopt the existing NARTB code, plus whatever recommendations or revisions are suggested by the joint committee.

Each of the six members of the committee has been assigned to study and report on a particular area. Martin Leeds, production chief of Desilu Productions and committee chairman, will survey and make recommendations on words, colloquialisms, costumes, dancing, and death portrayal; D. Brandon Bernstein, on the home, sanctity of marriage, property rights, and racial, national, religious and political prejudice; Richard St. John, attorney, on morals, sex, venereal diseases, slavery, drugs, liquor and gambling; Tom Lewis, president of Lewislor Productions, on crimes, law enforcement, suicide and juvenile delinquency, and Hal Hudson, independent tv producer, on dramatic presentations, advertising and premium contests.

NEW OFFICERS of North Carolina Assn. of Broadcasters, elected during Bermuda convention-cruise (l to r): Allen Wannamaker, WBIG Greensboro, president; Edmond H. Smith, WIRC Hickory, vice president; Cecil B. Hoskins, WWNC Asheville, secretary-treasurer, and Frank S. Lambeth, WMFR High Point, director.

CAN THE FARMER USE YOUR PRODUCT?

DON TUTTLE

ENOCH SQUIRES

CHARLES J. STEVENSON

Here Are

3 Big Ways

You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15—1:00 p.m.

Monday through Saturday.
With the latest market and agricultural news, and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15—12:30 p.m.

Monday through Friday.
Now a part of the FARM PAPER, the WGY Traveler, Enoch Squires tells of the history and legends of WGYland.

CHANTICLEER 6:15—7:00 a.m.

Monday through Saturday.
Charles John Stevenson brings music and human interest stories flavored with rural wit to the WGY farm audience.

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK
SERVING 878,130 RADIO FAMILIES
Represented Nationally by Henry I. Christal Company

PRIMARY COVERAGE + LOCAL COVERAGE

GIVES YOU

4 MILLION PEOPLE

1 1/4 MILLION FAMILIES

3 1/2 BILLION DOLLARS

Annual Retail Sales

If you're looking for a terrific buy for your client (most buyers are)... then buy Sunflower Network. Sunflower gives greater coverage at a lower unit cost, and...one buy... one billing means less work for you...saves you time and the client's money.

1 Buy-1 Billing

The SUNFLOWER NETWORK

KANS 5000 NBC 1480

WREN 5000 ABC 1250

KSAL 5000 MBS 1150

KVGB 5000 NBC 1590

KOAM 10,000 NBC 860

KGGF 10,000 ABC 690

GOV. AVERELL HARRIMAN was host at a cocktail party during the annual meeting of the New York State Associated Press Broadcasters Assn. in Albany Nov. 13. Present were (l to r): front row, John P. Dingman, correspondent, Troy Radio Bureau; Tom Ryan, WSNY Schenectady; William O. Dapping, WMBO Auburn; John Zaimes, WALL Middletown; Alois A. Schmidt, WFCB Dunkirk; David E. Kessler, WHAM Rochester, and Alan E. Cole, WRUN Utica.

Standing, John Aspinwall, AP *Radio News* editor, New York; Gene Fitzpatrick, WPRT Albany; Donald Decker, WSNY Schenectady; Henry Leader, AP state editor, Albany; Bernard R. Buck, WNYC New York; Ted Hodge, WENY Elmira; Frederick L. Keesee, WMBO Auburn; Lansing Christman, WGY Schenectady; Monroe Benton, WELM Elmira; Joe Pinna, WUSJ Lockport; Gov. Harriman; Richard Tobias, WCLI Corning; Ed Bates, WGY Schenectady; Thomas E. Cunningham, AP, New York; Norris Paxton, AP chief of bureau, Albany; Robert E. Middleton, WWSC Glens Falls, and Albert Larson, WALL Middletown. The dogs belong to the governor.

IAA UNVEILS WORLD-WIDE ETHICS CODE

International Advertising Assn. standard is designed to assist advertisers in buying radio-tv time outside the U. S. Rate-cutting, special-dealing practices and length of programs, spots among items covered.

DETAILED standards of ethics and practice designed to make it easier for export advertisers to buy time on radio and television stations outside the U. S. were unveiled by officials of the International Advertising Assn. at a luncheon meeting of the organization in New York last Wednesday.

Rate-cutting and special-dealing practices of many stations, particularly in Latin America, were described as among the targets of the code, which also undertakes to standardize the mechanics and procedures of buying and selling time and to establish a code of ethics generally comparable to NARTB's for television in this country.

The 42-page document on radio-tv constitutes the second of three sections that are intended ultimately to form an "international advertising code of ethics and standards of practice." After the third section has been presented at a January meeting of IAA, the committee working on the project will receive suggestions for amendments, deletions and additions. After these have been weighed, the final document will be prepared and published—possibly a year or two from now, authorities said.

Adam J. Young Jr. of Adam J. Young Jr. Inc. and Adam Young International Ltd., station representation firms, who was credited with a key hand in development of the radio-tv section, explained that work had been in progress for more than two years and that "all in all, we're trying to establish a clean radio and television industry" in formulating the code and standards for international practice.

He conceded that "enforcement" of the code, particularly with reference to maintenance of rate cards, was a difficult problem but pointed out the "teeth" in the standards' provision was that stations found making "under the table deals" must accord the same "deals" to their other advertisers.

W. B. B. Fergusson, vice president of Colgate-Palmolive Co., who said his company sponsors almost 800 radio and 30 television programs a week, told the group that manufacturers have a "vital obligation" to see that the standards are put into effect. The code's success, he said, depends as much upon Advertisers' abiding by it as upon station compliance.

Commercial and program lengths are another serious foreign-station problem that the standards undertake to solve, it was pointed out.

Regarding radio spot announcements, for instance, the standards say: "It is desirable to standardize the length of spots so that an advertiser or his agency can write copy for all stations at the same time. Many stations quote four or five different lengths of spots and the variance among stations is substantial. Some quote announcements on a time basis; others quote on the basis of words." Accordingly the standards recommend the following standard spot announcements: one minute recorded or 120 words live; one-half minute recorded or 60 words live; one-fourth minute recorded or 30 words live.

In both radio and television the standards recommend that the amount of actual program time made available to advertisers be not less than four minutes in the case of five-minute programs; not less than eight minutes in the case of 10-minute programs; at least 12 in the case of quarter-hour programs; at least 17 in 20-minute programs, and at least 26 in half-hour programs.

The standards also deal with such other sub-

The September-October PULSE shows how

WSB RADIO

dominates the field in Metropolitan Atlanta

ATLANTA METROPOLITAN AREA — THE PULSE, INC. — SEPTEMBER 6-12, OCTOBER 5-11, 1955

TOP TEN EVENING & DAYTIME SHOWS

Evening

		Program Average Rating Sep Oct	Jul Aug
Boxing,Misc(Fri)	WSB	5.7	
Network Program	Sta.B	5.7	5.3
Network Program	Sta.B	5.7	
Lone Ranger,Misc, (6:30PM,Mon-Sun)	WSB	5.3	4.8
Sports Parade, (6:15PM,M-F)	WSB	5.3	5.1
Band of America	WSB	5.2	4.8
News(6PM,M-F)	WSB	5.2	5.0
Barn Dance Jamboree	WSB	5.1	
Groucho Marx	WSB	5.1	
Drew Pearson	WSB	5.0	
Network Program (6:45PM,M-F)	Sta.B	5.0	

Daytime - 5 a week

		Program Average Rating Sep Oct	Jul Aug
News(7AM)	WSB	9.9	9.5
News(7:45AM)	WSB	9.9	9.3
Merry Go Round	WSB	9.4	9.1
World News Roundup, (8AM)	WSB	8.3	7.2
Morning Melodies	WSB	6.3	5.6
Young Widder Brown	WSB	5.5	4.9
News(12Nn)	WSB	5.4	5.6
Stella Dallas	WSB	5.3	4.7
Pepper Young's Fmly	WSB	5.3	
Farm News(12:15PM)	WSB	5.2	5.0
Right To Happiness	WSB	5.2	

SATURDAY & SUNDAY DAYTIME

		Program Average Rating Sep Oct	Jul Aug
News(7:45AM,Sat)	WSB	7.3	7.0
World News Roundup(8AM,Sat)	WSB	7.0	6.3
News(7AM,Sat)	WSB	6.0	5.5
Merry Go Round(Sat,AM)	WSB	5.8	5.7
Morning Melodies,Misc.	WSB	4.8	4.1
Football,Misc(Sun,2-5PM)	WSB	4.5	
Nutrilite,Misc(Sun)	WSB	4.3	
News(12Nn,Sat)	WSB	4.3	3.8
Football,Misc(Sat,1:45-3:45PM)	WSB	4.2	
Parade of Music(Sat,AM)	WSB	4.1	3.7

AVERAGE QUARTER HOUR RADIO SETS-IN-USE FOR THE WEEK STUDIED
Entire Week, 6 AM - 12 Midnight

September-October,	1955	18.3
July-August,	1955	17.9
September-October,	1954	17.6
September-October,	1953	16.6

1a

CERTAIN THINGS STAND OUT ! !

Yes, certain things are all-important to the advertiser.
. . . like the dynamic sell-power of the JOE FLOYD Stations . . . the two-market impact you get for your one smart buy . . . the spending power of these big multiple markets. What a terrific spot for you!

THE BIG TV COMBO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

jects as rate protection; content and positioning of commercials; information regarding station coverage and station popularity, and market data. They also set up standard forms for supplying information about a station, and a standard contract form.

Panelists on hand at the Wednesday meeting, in addition to Messrs. Young and Fergusson, included Arthur Gordon, Pan American Broadcasting Co.; Thomas W. Hughes, McCann-Erickson International Div.; Melchor Guzman, Melchor Guzman Co.; and Walter Sauer, Home Products International Ltd., chairman of the IAA standards committee.

NARTB Engineering Group Reviews 1956 Meet Plans

BASIC PLANNING for the annual NARTB Engineering Conference, to be held April 16-18 during the industry convention in Chicago, was reviewed last week at a Monday-Tuesday meeting of the Engineering Advisory Committee, held in New York.

Raymond F. Guy, NBC New York, presided as committee chairman. Conference arrangements are in charge of a committee headed by Willard J. Purcell, WGY Schenectady, N. Y. The planning group already has received suggestions for papers to be read at the conference.

Topics discussed by the Engineering Committee included FCC's proposal for single sideband operation below 25,000 kc for communications services, spurious emissions, tv allocations and proposed am power increases.

Attending the meeting besides Mr. Guy were Glenn G. Boundy, Storer Broadcasting Co.; Ralph N. Harmon, Westinghouse Broadcasting Co.; Phillip B. Laeser, WTMJ-AM-TV Milwaukee; John G. Leitch, WCAU-AM-FM-TV Philadelphia; J. E. Mathiot, Steinman Stations; James D. Russell, KKTV (TV) Colorado Springs; Rodney D. Chipp, DuMont; William B. Lodge, CBS. From NARTB were A. Prose Walker, engineering manager; Thad Brown, tv vice president; John F. Meagher, radio vice president; George Bartlett, assistant to Mr. Walker.

Minor Leagues Renew Fight Against Majors' Radio-TV

MINOR LEAGUE baseball will renew its plea for a restriction on major league radio-tv at the annual convention of the National Assn. of Professional Baseball Leagues in Columbus, Ohio, Dec. 1.

Broadcast restrictions have been approved several times by the smaller leagues, but have been voted down each time by the majors. At the present time there are no limitations.

Submitted by minor leagues' President George M. Trautman, the Executive Committee and the Radio-Tv Committee, the proposal would forbid sponsored broadcasts from stations outside a 75-mile radius of the game site. Outcome of the proposal will depend on major league action at its meeting in Chicago the following week.

NARTB Reappoints See

HAROLD SEE, KRON-TV San Francisco, has been reappointed chairman of the NARTB Television Film Committee by President Harold E. Fellows. The committee will meet Jan. 12 in Washington. Other members are Paul Adanti, WHEN TV Syracuse; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo, Ohio; Irving Rosenhaus, WATV (TV) Newark; and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

NARTB Makes Preparation For Election of Directors

NARTB's election machinery went into action last week in preparation for balloting for the eight radio directorships in even-number districts and eight directors-at-large representing large, medium, small and fm stations.

C. E. Arney Jr., secretary-treasurer, said certification eligibility forms are being mailed to member stations. An officer of each station will be eligible for nomination and election, and names of these officers will appear on eligibility lists. The certification forms are to be returned by Jan. 9.

District directors whose terms expire at the next NARTB convention April 15-19 are E. R. Vadeboncoeur, WSYR Syracuse; James H. Moore, WSLS Roanoke, Va.; Henry B. Clay, KWKH Shreveport, La.; Robert B. McConnell, WISH Indianapolis; E. K. Hartenbower, KCMO Kansas City; Cy Casper, WBBZ Ponca City, Okla.; Walter E. Wagstaff, KIDO Boise, Idaho, and Calvin J. Smith, KFAC Los Angeles. Messrs. Vadeboncoeur, Clay and Hartenbower are not eligible for re-election, having served two consecutive terms.

Directors-at-large whose terms expire are John F. Patt, WJR Detroit, large stations; J. Frank Jarman, WDNC Durham, N. C., medium stations; Lester L. Gould, WLSE Wallace, N. C., small stations; H Quenton Cox, KQFM (FM) Portland, Ore., fm stations.

TV directors are elected at membership meetings held during the annual convention.

MacRae Joins TvB Sales

WILLIAM B. MacRAE, an account executive with Crosley Broadcasting Co. for the past four years, has joined Television Bureau of Advertising in a sales capacity, effective immediately. He formerly was a television account executive with Headley-Reed Co., station representation firm, and before that was successively general manager of WGCH Greenwich, Conn., and assistant to the sales manager of WPIX (TV) New York.

MR. MacRAE

Annual Communion Breakfast In N. Y. Attended by 1,100

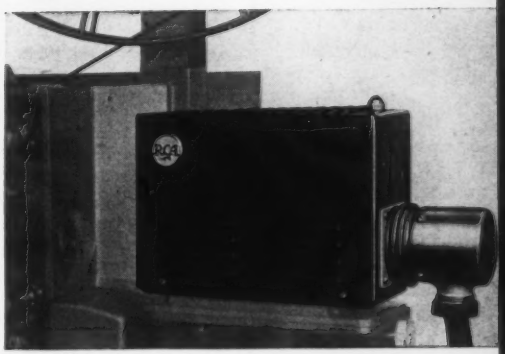
MORE THAN 1,100 persons attended the eighth annual communion breakfast of Catholics in the radio, television and advertising fields on Nov. 20 at the Waldorf-Astoria Hotel in New York. For the second year, the breakfast was held under the auspices of Catholic Apostolate, Radio, Television and Advertising (CARTA).

Guest speakers included Robert Considine, radio-tv newscaster and newspaper columnist, and the Rev. Urban Nagle, founder and director of the Blackfriars Guild. NBC announcer Jack Costello served as toastmaster and CBS Radio personality Jack Sterling was master of ceremonies. The Rev. Timothy Flynn, director of the Office of Radio & Television Communication of the Archdiocese of New York, is moderator of CARTA.

How to make your film programs produce "LIVE" picture interest

WHEN your film programs have the "snap" and realism characteristic of "live" pick-ups, you have a client benefit that sells itself and pays off handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming into his home is "live" or "on film," you're in business!

It's possible to do just this with good black and white films—simply by replacing outmoded equipment.



Studio realism—highest picture quality

RCA's TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with "live" programs, provides studio realism and highest picture quality. It's so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of "live" programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station's best investment for extra profits . . .

"Live" picture sharpness

The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

"Live" picture contrast

The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated

The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself. Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.

Ask the Engineer —he knows

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

If you want to score with the farmers...

You may find the following information of value: Over one-fifth of the total Texas farm income lies within KDUB-TV's coverage area (21%). The average, annual farm income throughout the entire coverage area is $14,116 per farm. This is 124% higher than the average for Texas ($6,291.) and 129% higher than the national average of $6,157.

• STATISTICS FROM 1955 CONSUMER MARKETS

NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC

President and Gen. Mgr., W. D. "DUB" ROGERS

National Sales Mgr. E. A. "Buzz" Hassett

'Last Word' Ads Over Radio Said Vital in New Brochure

IMPORTANCE of the advertising message just before the point of sale is stressed in a Radio Advertising Bureau brochure entitled "That Highly Important Last Word," which reports that radio provides advertisers "far greater 'today' exposure to more women shoppers than any other medium."

Based on a survey of nearly 14,000 women interviewed in supermarkets in Buffalo, Kansas City, New Orleans and San Francisco by Advertest Research, RAB says women today are exposed to more than 200 advertising messages during an average day, and that advertising success depends partially on how close to shopping time these messages are heard.

These, according to RAB, are some of the findings:

• On the basis of more than 15 minutes exposure before entering supermarkets, 23% more women are exposed to radio than to any other medium.

• Of the total time spent with advertising media before they shop, women spent 57% with radio, 2.2 times more than with any other medium, more time than with all other media combined.

• One out of every seven women supermarket shoppers listened to radio within an hour of shopping; twice as many as are exposed to any other medium in that period.

RAB also points out that listening in cars accounted for much of radio's penetration. The brochure was mailed to RAB members and key advertisers last week.

NBC-TV Color Demonstration Will Feature NRDGA Meeting

RETAIL POTENTIAL of color television will be highlighted during the 45th annual convention of the National Retail Dry Goods Assn. at the Statler Hotel in New York, Jan. 8-12, 1956. During the conference, which was planned to provide the nation's leading merchants with analyses of newest store operating techniques and retailing trends, NBC-TV is scheduled to demonstrate how color tv, on open or closed circuits, can effectively aid retailers in moving their goods from store to home.

Though network officials have not as yet made public the details of the demonstrations, NBC-TV is expected to follow up its current color demonstrations on *Home*, for which the network's mobile unit originates live pickups from several prominent midwest department stores.

The special RCA-NBC demonstration is slated to take place Jan. 11 during a sales promotion panel. Also scheduled is an open forum on "Getting the Most Out of the Display and Radio Dollar."

Seidel Says Color Available To 'Hundreds of Thousands'

"HUNDREDS of thousands of people can afford to buy color tv sets at today's prices of $795 and $895," Robert A. Seidel, executive vice president, RCA consumers products, told a luncheon meeting of the Chicago Sales Executives Club at the Morrison Hotel last Monday.

Noting that the U. S. economic climate was "never better for healthy competition" and predicting that merchandisers will be able to keep pace with demands of economic expansion, Mr. Seidel said that "countless hundreds of others will be able to buy color sets within the coming year, as production increases and prices are adjusted downward."

Mr. Seidel also said that tv's expansion has created an "audience of buyers that runs into the hundreds of millions. Perhaps more than any other advertising medium, tv today is exerting an almost immeasurable impact on American buying habits—and, as such, has become a prime tool of modern mass competitive selling." Tv, he said, has "nourished the development of a great industry" and also "materially benefited thousands of companies producing materials, components and service and has provided upwards of 100,000 retailers with products in heavy demand that sell profitably."

Arizona Broadcasters Assn. Names Lee Little President

LEE LITTLE, owner of KTUC Tucson, Ariz., was elected president of the Arizona Broadcasters Assn. at its annual meeting Nov. 19 at Nogales.

MR. LITTLE

Carlos Montano, owner of KNOG Nogales, was named vice president, and Howard Loeb, general manager of KRIZ Phoenix, secretary-treasurer.

Named to the board of directors were Tom Wallace, owner of KTKT Tucson; Bill Londsey, general manager, KYMA Yuma; Carl Morris, owner of KSUN Bisbee; Charles Garland, who heads his own Phoenix ad agency, and Dick Rawls, general manager, KPHO-AM-TV Phoenix, retiring president of the association.

Pa. Radio Code Considered

PROPOSALS to change the draft of a Radio Code for the Pennsylvania Assn. of Broadcasters has been mailed PAB members, with changes to be submitted by Dec. 1. The PAB board is authorized to draw up the code and put it into operation, with final action scheduled at a Dec. 13 meeting in Harrisburg.

Cecil Woodland, WEJL Scranton, is chairman of the committee that drew up the document. Its provisions follow the general pattern of the NARTB Standards of Practice but are more liberal in some areas, particularly in commercial time allowances.

SMPTE Convention Schedule

SITES and dates for the 1956 spring and fall meetings of the Society of Motion Picture & Television Engineers have been announced. The spring convention will be in New York's Hotel Statler, April 29-May 4. Oct. 7-12 are the dates of the fall meeting at the Ambassador Hotel, Los Angeles.

Conn. Assn. Slates Meeting

THE Connecticut Broadcasters Assn. will hold its 1956 meeting at the Waverly Inn, Cheshire, Conn., March 16, according to J. Maxim Ryder, association president. The program will include a business meeting and panel discussions, featuring industry spokesmen still to be selected.

Edison Foundation Pledges Support to 'The Big Idea'

AS PART of its program to encourage inventors and inventions, the Thomas Alva Edison Foundation has endorsed *The Big Idea,* television film program which attempts to assist inventors by displaying their devices on tv.

The foundation said the selection of *The Big Idea* climaxed a study made by Alfred Frank-Guenther Law Inc. to select "the most suitable vehicle to encourage invention." The show, which is filmed by RKO-Pathe and produced and syndicated by Donn Bennett Productions Inc., will have permission to identify itself with the foundation through the use of the organization's medallion and quotations from the late Mr. Edison. In addition, the foundation will distribute to high schools and colleges wherever *The Big Idea* is shown a group of vocational guidance films, designed to interest students to follow careers in the technological sciences.

RTNDA Hits Suppression Of News by Government

WITHHOLDING by government agencies or officials of "legitimate information" from the American people and action preventing equal access to information by all news media were condemned Nov. 19 on the final day of the Radio-Tv News Directors Assn. convention in Denver. The association directed its freedom of information committee to take "every proper step" to protest such "censorship" and to work with other organizations having the same goal.

The committee said that reports of increasing attempts by officials at all levels of government to censor non-security news have been received "with deep concern." Hope was voiced that the House Government Information Subcommittee's probe of government practices would produce concrete results.

Concern was expressed also on regulations of Defense Secretary C. E. Wilson covering release of non-secret economic and technical information for defense plants. Three Philadelphia stations—WCAU-TV, WPTZ (TV) and WFIL-TV—were saluted for their participation in a demonstration before the August meeting of the American Bar Assn. [B•T, Aug. 29].

The RTNDA convention will meet next year at Milwaukee and in 1957 at Miami, Fla. Russ Van Dyke, KRNT Des Moines, outgoing president, was named chairman of the board (other officers, B•T, Nov. 21).

K. C. AWRT Elects Ann Hayes

MRS. ANN HAYES, director of women's activities, KCMO-AM-TV Kansas City, was elected president of the Kansas City chapter of the American Women in Radio & Television last week. She succeeds Mrs. Dorothy Crewe, women's advisor for WDAF. Other new officers are Mrs. Phyllis Birr, vice president; Mrs. Betty Baker, secretary, and Martha Spalding, treasurer.

AWRT Adds Four Chapters

AT ITS pre-1956 convention meeting in Boston, Nov. 17-19. The board of directors of the American Women in Radio & Television added four chapters to its roster of affiliate organizations, bringing the total to 26, with a membership of approximatesly 1,300. Additions are chapters in Columbus, Ga., Kansas City, and one each in California and central New York State.

NARTB Studies Insurance Plan For Employes of Stations

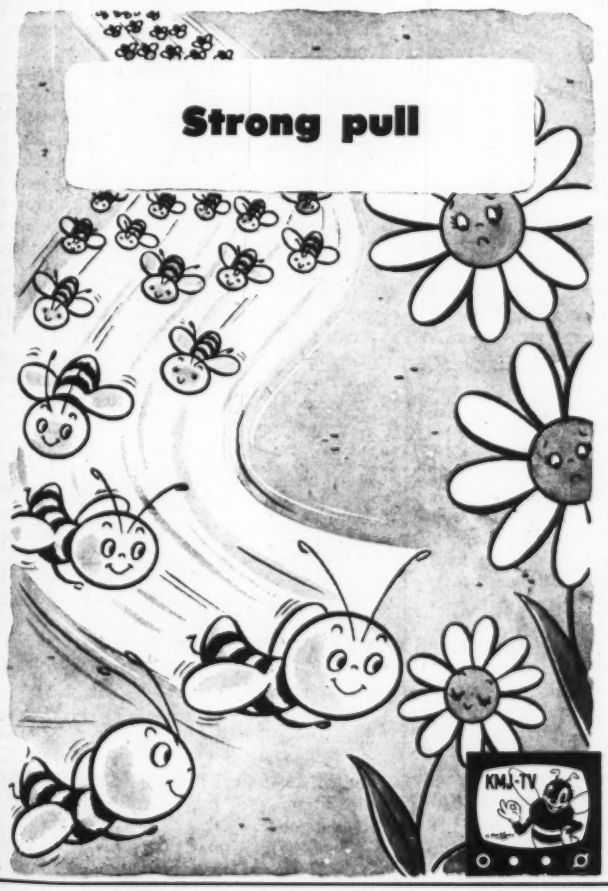
PROPOSED group life insurance plan for NARTB member station employes will be discussed at a Nov. 29 meeting of the NARTB Insurance Committee, to be held at the association's Washington headquarters. Selected life insurance companies have been invited to submit bids for committee study, according to Chairman Gilmore N. Nunn, WLAP Lexington, Ky. The committee will submit a recommendation to the NARTB board meeting in February.

ABC's Durgin to NARTB Board

ABC RADIO Network, New York, has named Don Durgin, executive vice president, to the NARTB Radio Board, according to President Harold E. Fellows of the association. Mr. Durgin succeeds Charles T. Ayres, who has left ABC to join NBC. Each of the four radio networks appoints a member to the NARTB Radio Board.

Daytimers Add 13 Stations

THIRTEEN more radio stations have joined Daytime Broadcasters Assn., according to DBA Treasurer Joe Leonard. They are: in Louisiana, KUZN West Monroe, KTLD Tallulah, KJOE Shreveport, KAPB Marksville, KROF Abbeville; in Oklahoma, KLPR Oklahoma City, KTOW Oklahoma City, KVIN Vinita; in Ohio, WCUE Akron, WCMW Canton; in Virginia, WAFC Staunton, WCMS Norfolk, WARL Arlington.



. . . keeps viewers tuned to

KMJ•TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

the San Joaquin Valley's FIRST TV station in . . .

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative

Electronic Parts Meet Set

MEETING of Electronics Industry Coordinating Committee, which includes representatives of the Radio-Electronic-Television Mfrs. Assn. and other organizations, has been scheduled for New York Dec. 6 under chairmanship of J. A. Milling, Howard W. Sams Co. Group was formed to study problems and offer recommendations in connection with the electronic parts industry. Other groups represented on the committee are National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs., Sales Managers Club Eastern Division and West Coast Electronic Mfrs. Assn.

Phonograph Statistics Sought

AN EFFORT to develop current statistical information on production of phonographs and record players will be made Dec. 5 at a meeting of manufacturers called by Radio-Electronics-Tv Mfrs. Assn. William F. E. Long, RETMA statistical manager, has scheduled the session at the Conrad Hilton Hotel, Chicago.

Mr. Long's proposal provides for annual data covering the year 1955, with current data to be gathered monthly starting with January 1956. He will offer a recommended form to be used in making reports and explain safeguards set up to keep individual factory information on a confidential basis.

IRE Sub-section Approved

A PIEDMONT sub-section embracing 16 North Carolina counties has been authorized by the North Carolina-Virginia section of The Institute of Radio Engineers. Officers of the new sub-section are Warren A. Welsh, engineering department chief of the Western Electric plant in Burlington, chairman; C. M. Smith Jr., Bivans & Caldwell of High Point, vice chairman, and Edward W. Johnson, engineer in technical publications for Western Electric in Winston-Salem, secretary-treasurer.

Engineers Set Utah Meeting

INSTITUTE of Radio Engineers will hold its 1956 seventh region technical conference next April 11-13 at the Hotel Utah, Salt Lake City. Papers for presentation at the conference can be sent to Larry S. Cole, School of Engineering & Technology, Utah State Agricultural College, Logan.

IRE Schedules Symposium

INSTITUTE of Radio Engineers will hold its National Symposium on Microwave Techniques in Philadelphia on Feb. 2-3. It will be sponsored jointly by the professional group on antennas and propagation, the professional group on microwave theory and techniques, and the Philadelphia section of the IRE.

The program tentatively will cover radiating systems, guided microwave transmission, components, and measurements and propagation. Speakers have been instructed to prepare 250-word abstracts of their talks for reproduction.

Spring Tv Conference Set

THE 10th annual Spring Television Conference, sponsored by the Cincinnati section of the Institute of Radio Engineers, will be held next April 13-14 at 1349 E. McMillan St.

Requests for advertising and exhibition privileges should be addressed to Arthur B. Ashman, Cincinnati & Suburban Bell Telephone Co., 225 E. 4th St., Cincinnati 2. For further details (registration, hotel reservations, etc.), contact is Reuben Nathan, AVCO Corp., Glendale-Milford Rd., Evendale, Ohio.

MORE UHF STATIONS FILE PETITIONS SEEKING TO ACT IN PENDING VHF CASES

Requests made to FCC also ask stay of vhf grants pending clarification of status of denied deintermixture petitions Six uhf operators ask commission for conference.

THE TV allocations picture took another legal turn last week, when additional uhf stations filed petitions with the FCC seeking permission to intervene in pending vhf cases and asking in addition a stay of these vhf grants pending clarification of the status of the denied deintermixture petitions [B•T, Nov. 14, 21].

At the same time, a group of six successful uhf operators asked the FCC for a conference. And the first comment called for by the FCC in its general allocations rule-making notice was filed. Deadline for comments is Dec. 15.

The six uhf broadcasters told FCC Chairman George McConnaughey that in the current uhf-vhf allocations wangle they "find our very existence threatened." They asked for an informal conference at the earliest possible convenience.

A spokesman said that the six "have already proven that there is a definite place for uhf"; that "they acknowledge the economic weakness of many uhf stations but also point out that many stations, given a little hope of security, aided by all-channel sets and improved equipment, can develop into strong and healthy business operations in short order."

They asked that the FCC stay any vhf application "until such time as the FCC has completely and throughly covered the uhf situation with a responsible and qualified group of representatives from uhf, the networks, set manufacturers and other parties affected by the Commission's action."

The six are Allen M. Woodall, WDAK-Columbus, Ga.; Ben Baylor Jr., WINT (TV) Fort Wayne, Ind.; Thomas P. Shelbourne, WILK-TV and David M. Baltimore, WBRE-TV, both Wilkes-Barre, Pa.; William L. Putnam, WWLP-TV Springfield, Mass., and Thomas P. Chisman, WVEC-TV Norfolk, Va. This is the nucleus of the group which met in Washington earlier this month [B•T, Nov. 7].

The first comment was from the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers. It asked the FCC to revise the policy of block allocations—the assignment of blocks of spectrum space to a single service. This, the NAM group declared, was wrong. Allocations should be flexible, giving consideration to "growing needs" of users in a given locality rather than on a national basis, it emphasized.

In the alternative, the NAM group said, the Commission should put unused frequencies to work before attempting changes in the allocations structure.

The fault with block allocations, the committee said, was that it freezes frequencies in localities where there is little or no prospect of use. This is true of fm, it said, "and we suspect that it prevails in the television service as well."

NAM committee has pending a petition proposing that mobile services be permitted to share unused frequencies in the fm band.

The uhf petitioners have grown to 14 since the first documents were filed two weeks ago [B•T, Nov. 21]. They include the Uhf Industry Coordinating Committee and the following:

WAIM-TV Anderson and WGVL (TV) Greenville, both S. C., in Spartanburg ch. 7 case.

WTVO (TV) Rockford, Ill., and WKOW-TV and WMTV (TV) Madison, Wis., in Madison ch. 3 case.

WEEK-TV and WTVH (TV), both Peoria, Ill., in Peoria ch. 8 case.

WFIE (TV) Evansville, Ind., and WEHT (TV) Henderson, Ky., in Evansville ch. 7 case.

KVDO-TV Corpus Christi, Tex., in Corpus Christi ch. 6 case.

WNAO-TV Raleigh, N. C., in Raleigh ch. 5 case.

WICS (TV) Springfield, Ill., and KTVI (TV) St. Louis, Mo., in Springfield ch. 2 case.

Essentially, all these uhf stations ask that they be allowed to intervene in pending vhf cases, or that final decisions be stayed until the allocations rule-making is decided. Several suggested that if grants are made, that they be conditioned on changes possible after rule-making decisions. In some instances the petitions call attention to FCC Chairman McConnaughey's testimony last July before the Senate Commerce communications subcommittee regarding the holding up of vhf decisions until the deintermixture cases are decided. The uhf petitioners claim that the FCC has not yet decided the deintermixture petitions; it merely denied them all without prejudice, suggested that they be resubmitted in the allocations proceeding.

Meanwhile, it was understood the FCC discussed pending vhf cases last Wednesday and Friday. No decisions were reached. Also discussed it was understood were several pending drop-in petitions—all of which meet present criteria. These include the assignments of ch. 9 to Elmira, N. Y., or to Blossberg, Pa.; ch. 10 to Bunnel, La., or New Port Richey, Fla.; ch. 6 to Nashaquitsa, Mass., and ch. 6 to Indianola, Greenwood, Cleveland or Ruleville, Miss. These have all been proposed under rule-making procedures and are eligible for FCC decisions.

Other drop-in petitions, on which no action has yet been taken, include the assignment of ch. 11 to Houma, La., ch. 2 to Fairfield, N. Y., and ch. 13 to Carter, Ill. These all meet present separation and other standards, it is now unnderstood.

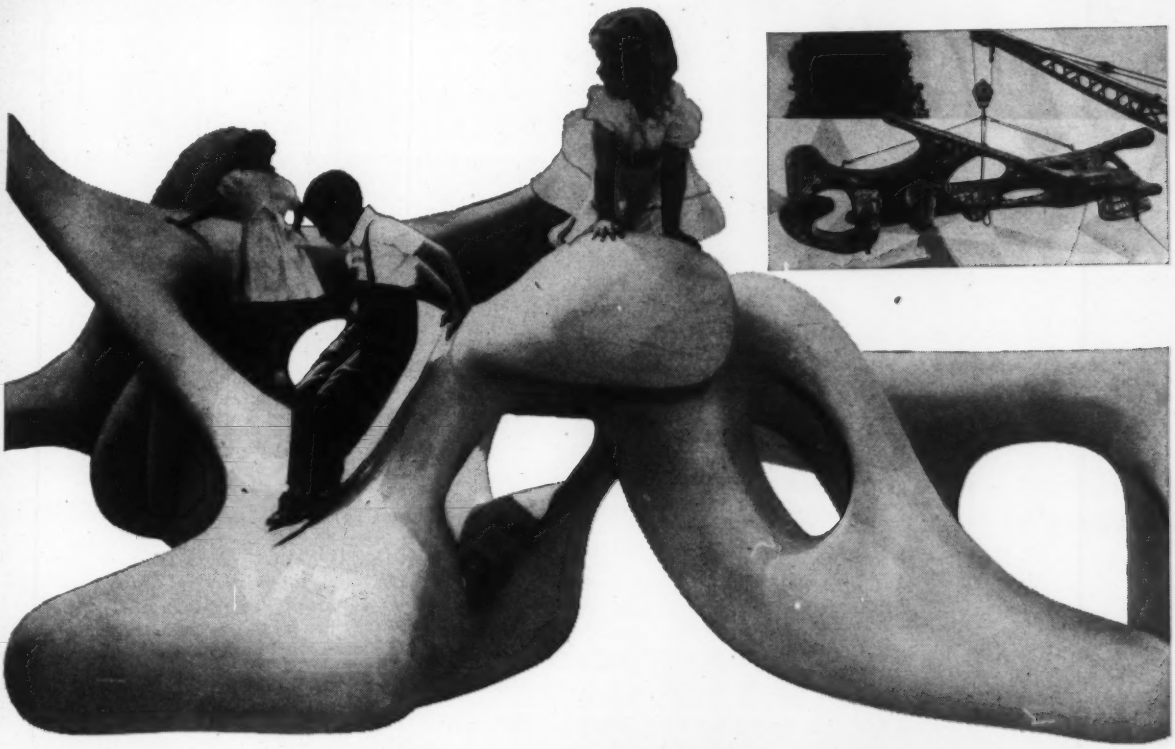
That the FCC may take some action on drop-ins is the general observation of those who

At the Summit

THEY may not move mountains, but FCC field engineers have been known to climb them in their constant watch over the radio spectrum. After detecting an unlicensed tv transmitter atop a 9,000-ft. mountain in Arizona, the field engineers went to work. Although heavy snows forced them to abandon their jeep and travel the last 3½ miles by foot, the engineers reached the peak. There they discovered an unattended transmitter which was being operated by remote control by a store in the valley to further tv receiver sales. The operation was shut down.

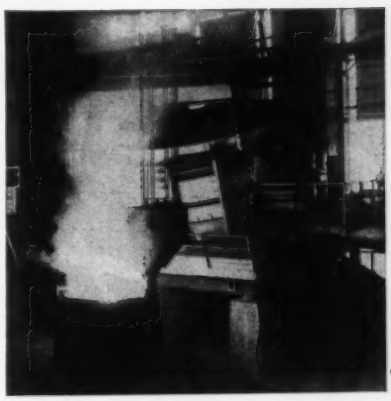
The above incident is only one of many jobs handled by FCC field engineers, as related in a review of field activities put out by the FCC last week.

Only STEEL can do so many jobs so well

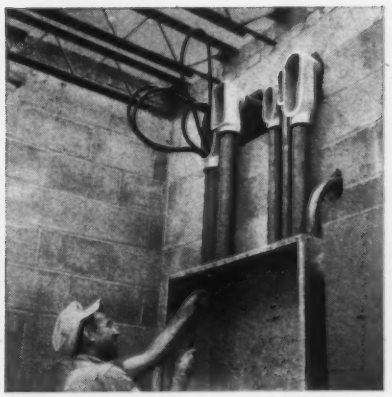


It's A "Fun Tree." Children love to clamber over weird-looking objects, so finally a special "Fun Tree" at Lakeside Park, Oakland, California, has been built for that very purpose. The framework is made of steel pipe and metal lath, and is covered with plaster.

See The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



Biggest In The World. It takes 33 *million* watts of electrical power to operate this 24½-foot-diameter electric melting furnace. It's the largest such furnace ever built, and it holds 400,000 pounds of steel. United States Steel designed and manufactured the furnace for a new, modern steel mill.



Adequate Wiring-Sealed In Steel. This man is pulling electrical cable through rigid steel conduit. It's the safest wiring method known: the rigid steel conduit protects the cable, and it protects the building against disastrous electrical fires. United States Steel makes a complete line of steel pipe for rigid conduit *and* electrical cable.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 5-2433

New!
PHILCO
COLOR TV
BROADCAST
EQUIPMENT
Catalog
PHILCO CORPORATION
Government and Industrial Division
PHILADELPHIA 44 PENNSYLVANIA

OVER 100 PAGES

Complete with Illustrations, Diagrams, Planning Information and Prices!

Here is the new Philco Color TV Broadcast Equipment Catalog—over 100 pages, crammed with factual information on Philco Color TV equipment. Carefully cross-indexed, this handy reference volume for TV station engineers, places valuable data at your fingertips. Units are grouped in "building block" sequence to save you precious time in selecting and ordering equipment to meet your requirements.

- *Each unit clearly described, fully illustrated.*
- *Performance specifications conveniently tabulated.*
- *Complete technical information for reference.*
- *System block diagrams included for ease of planning . . . new ideas for simplifying equipment layout and reducing installation floor space required.*

INCLUDES ALL COMPONENTS FOR THESE APPLICATIONS:

- ✓ Network Color Re-broadcast
- ✓ Color Slide Origination
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NEW STATION!
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Channel 3
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"THERE'S LOTS TO SEE ON CHANNEL 3"

point to the FCC's action authorizing the assignment of ch. 10 to Vail Mill, N. Y. (Albany, N. Y.). This was done in the same batch of decisions which saw all the deintermixture petitions (including one for Albany) denied.

The Albany drop-in decision is due to be appealed to the appellate court in Washington, it is understood.

In another area, a boost for cross-polarization to permit closer tv station spacing has been disclosed by A. Earl Cullum Jr., Dallas consulting engineer. Studies reveal, Mr. Cullum has reported, that with cross polarization, ch. 2-6 stations in Zone I with 1,000 ft. antennas can be as near as 142 miles. The present rules call for 170 mile separation in Zone I. In Zone II and III corresponding reductions in mileage separations can be obtained through cross polarization, Mr. Cullum estimated.

Mr. Cullum also suggested that eight additional vhf channels could be picked up from various spectrum space adjacent to the present vhf bands.

FCC Appointments Include Henley, Solomon, Smoot

APPOINTMENT of a new associate general counsel and of a new assistant general counsel was announced by the FCC Friday.

J. Smith Henley, assistant general counsel in charge of litigation, was named associate general counsel. He thus becomes the number two man in General Counsel Warren E. Baker's hierarchy. Mr. Henley joined the FCC in his present capacity in 1954. Previously he was in private practice in Harrison, Ark.

Succeeding Mr. Henley as chief of litigation is Richard A. Solomon. Mr. Solomon, who has been with the FCC since 1942, was assistant general counsel in charge of the legislation, treaty and rules division.

Appointed to succeed Mr. Solomon was Charles E. Smoot, from private practice. Mr. Smoot was born in Staunton, Va., in 1907, received his LL.B. from George Washington U., Washington, in 1935. From 1927 to 1937, he worked in various capacities in the Dept. of Agriculture and the Dept. of Interior. He has been in general and administrative private practice since 1937, associated with such firms as Kilpatrick, Ballard & Beasley and Caywood & Partridge. He is a member of the American Bar Assn., the District of Columbia Bar Assn., the Community Chest, Washington Institute for Mental Hygiene, Junior Board of Commerce, University Club, Potomac Boat Club, The Barristers, Washington Ski Club, and Phi Delta Phi legal fraternity. Mr. Smoot is unmarried.

WGMS-AM-FM Moves To Keep Call Letters

MOVE to strengthen its claim to its call letters was initiated last week by WGMS-AM-FM Washington. The stations filed with the FCC a petition to retain their call letters, which were obtained in 1951 "to further identify WGMS as 'The Good Music Station'."

Although both WGMS and WGMS-FM serve the Washington market, WGMS recently was moved outside the District of Columbia to Bethesda, Md., a suburb of the Nation's Capital. Both are licensed to The Good Music Station Inc.

A great deal of the money spent on its new am facilities ($130,000), promotion of the stations' call letters and service, advertising and building of goodwill would be "irrevocably lost" and work a "totally unnecessary hardship" if a change in call letters were required, the petition stated.

RETMA Starts Study On Tv Allocations

TECHNICAL survey of the whole tv allocations situation will start this week under auspices of Radio-Electronics-Tv Mfrs. Assn. in preparation for a roundup report to the FCC before its Dec. 15 allocations comments deadline.

FCC Chairman George C. McConnaughey notified RETMA last week the Commission would welcome any information from the manufacturing industry. RETMA had offered last Oct. 20 to conduct such a study through its Frequency Allocation Study Committee, headed by Dr. W. R. G. Baker, vice president of General Electric Co.

With less than three weeks remaining, RETMA will work through a group of task subcommittees to be announced by Dr. Baker, who has just returned from a European trip. The task groups will collect all available information in the hands of RETMA member companies and other manufacturing interests and conduct spot field tests where necessary.

RETMA has taken a stand on behalf of the need for both uhf and vhf channels. In its Oct. 20 letter to the FCC, RETMA has contended the allocation has not been proved "fundamentally defective or inadequate" [B•T, Oct. 24].

While no indication was seen that RETMA would ask a delay in the Dec. 15 deadline, it is known the association felt a major technical study of the allocations problem by an industry committee would supply needed information to the Commission. RETMA wanted to conduct uhf measurements under varying power and terrain conditions, the reliability and cost of uhf receiving equipment and the chance of improving this equipment.

Six months would be required to develop the information originally proposed by RETMA. The Dec. 15 deadline will call for utmost speed in task force activities.

The Commission should not make "definitive amendments" to the allocation plan without taking advantage of the best technical information available in the manufacturing industry, in RETMA's opinion. The association's board on Nov. 18 called on its frequency study committee to undertake the investigation and report to the FCC.

Board actions culminated a series of three-day section-division-committee meetings at Chicago's Palmer House Nov. 16-18 [B•T, Nov. 21].

In other moves the board, acting on a tube division report of a shortage of nickel, agreed to ask the Commerce Dept. for a greater amount and claimed computers should be classified as electronic products within the Bureau of Defense Services Administration.

Reactions Mixed on Manual

MIXED REACTION to the FCC's proposal to incorporate the hearing manual in the rules was apparent last week when comments were filed in answer to Commission request last month.

In favor of making the hearing manual part of the rules were the Washington law firm of Dow, Lohnes & Albertson and CBS. Opposed were the Washington law firms of Scharfeld & Baron and Cohen & Marks.

Also suggested by some of those replying to the proposal were revisions in some parts of the hearing manual.

The manual was a joint FCC-Federal Communications Bar Assn. endeavor.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

The passing of "the medicine show"

. . . a hopeful message about ARTHRITIS

Some of us can remember the colorful "medicine show" of yesteryear . . . and the persuasive, but deceptive, oratory of the self-styled "doctor." The remedies he offered were fantastic, especially his "sure cure" for arthritis . . . or rheumatism as it was always called in those bygone days.

Fortunately, the old-fashioned "medicine man" and his "sure cures" are on the way out. This is because nearly all of us now know the folly of relying on any treatment for arthritis other than those authoritatively approved.

This enlightened attitude is all to the good. For arthritis, if it is to be successfully controlled, must be precisely diagnosed and treated according to the needs of each *individual* patient.

Even though there are as yet no specific cures, much can be done for the more than five million people in our country whose cases have been diagnosed as arthritis, in one of its many forms.

For example, *osteoarthritis* or degenerative joint diseases . . . the type associated with aging . . . need not cause severe disability if diagnosed early and if the patient follows the doctor's advice.

Indeed, this kind of arthritis usually responds well to treatment based on rest, weight control, mild exercise and avoidance of both mental and physical factors that may aggravate the disease.

Another common type of arthritis . . . *rheumatoid arthritis* . . . is a more serious disease because it involves not only the joints, but the entire body. Moreover, it is not associated solely with old age. Rather it affects people of all ages, most frequently young persons and adults in their prime.

Fortunately, certain hormone extracts and other medications have brought great benefits to many who have this type of arthritis. It is not yet known, however, how permanent the effects of these treatments will be.

The greatest good to be derived from any method of therapy for any type of arthritis depends not upon the doctor alone, but upon the patient as well. It is of the greatest importance for the patient to cooperate fully with the doctor, especially in regard to continuing treatment for as long as it may be required.

In fact, when rheumatoid arthritis is recognized early and treatment is carried out faithfully, well over 50 percent of those who have this condition can be spared serious disability and will obtain marked improvement.

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When that 1 buy is WJAC-TV, Johnstown, you not only steer your way into the rich Johnstown area, but you coast right into the Pittsburgh and Altoona markets, as well!

Latest Hoopers show WJAC-TV:

FIRST in Johnstown
(a 2-station market)

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(a 2-station market)

Smooth the way for more sales with the 1 buy that covers 3 . . .

Get full details from your KATZ man!

THREE NEW TV OUTLETS GRANTED

CONSTRUCTION PERMITS for three new television stations—two commercial and the other noncommercial educational—were granted by the FCC last week.

Midland Empire Broadcasting Co., owner of KGHL Billings, Mont., was granted ch. 8 in Billings. The proposed station is to operate with an effective radiated power of 87.1 kw visual, 52.5 kw aural and use an antenna 570 ft. above average terrain. Initial cost, first year cost and first year income were each estimated at about $320,000.

Ch. 59 in Buffalo, N. Y., was granted to Frontier Television Inc. ERP is to be 25.1 kw visual and 13.5 kw aural. The antenna is to be 420 ft. above average terrain. A construction cost of $86,500 was seen with first year operating cost at $155,000 and revenue estimated at $185,000.

The educational assignment, the 36th such grant to date, was made in Memphis, Tenn., to the Memphis Community Television Foundation. Ch. 10 there is to operate with 26.9 kw visual ERP and 13.5 kw aural ERP. Antenna is to be 650 ft. above average terrain. The construction cost was estimated at $227,000, first year operating expenses at $100,000 and revenue at $100,000.

Examiner Says FCC Frowns On Overpayment to Backouts

IN APPROVING petition of OK Broadcasting Co. to withdraw as applicant for 1590 kc, 5 kw in Indianapolis, FCC Chief Hearing Examiner James D. Cunningham made clear that the Commission frowns on payments which exceed actual expenses in prosecution of application.

OK Broadcasting and Rollins Broadcasting, both seeking the same Indianapolis frequency, were set for consolidated hearing with three other applicants. Rollins agreed to pay OK $14,993.25 as consideration for the latter's withdrawal, Mr. Cunningham found, although OK's "out-of-pocket" expenses were only $11,636.37. Mr. Cunningham concluded that " . . . payment and acceptance of consideration in an amount greater than the cash outlay incident to the preparation, filing and prosecution of such application . . . does not have the sanction of the Commission." He cited OK Broadcasting's good faith in connection with the application as the overruling factor in granting the petition to withdraw.

WMLP, WLYC Protest Grant Of New Am in Milton, Pa.

TWO PROTESTS have been filed with the FCC against the grant of a new am station at Milton, Pa., to Williamsport Radio Broadcasting Assoc. Inc. The grant, for 1380 kc, 1 kw day, was made Oct. 5 [B•T, Oct. 10].

Objecting to the proposed operation were daytimers WMLP Milton (1570 kc, 1 kw) and WLYC Williamsport (1050 kc, 1 kw), both of which charged signal overlap between the new Milton station and WWPA Williamsport, owned by the same interests (Milton is 17 miles from Williamsport).

The protestants also claimed that the Milton grant violates the FCC policy on concentration since Grit Publishing Co. owns 10% of Williamsport Radio Broadcasting Assoc. Inc.

Objections to the protest were filed last week by Williamsport Radio Broadcasting Assoc. It claimed that even if the overlap and concentration of media issues were true these still would not be reasons for denying the grant.

University Asks to Change Lincoln Vhf to Educational

THE FCC last week was asked to change the educational reservation at Lincoln, Neb., from ch. 18 to ch. 12, and, contingent on such change, to transfer to the U. of Nebraska ch. 12 KUON-TV Lincoln, from Bryon J. Dunn, who now holds the permit as trustee for the university.

In seeking to have ch. 12 specified as noncommercial educational, the petitioners—Mr. Dunn and the university—would have the educational reservation deleted and ch. 18 made available for commercial assignment.

Cornhusker Radio & Tv Corp. (John E. Fetzer broadcasting interests), following its acquisition of ch. 10 KOLN-TV Lincoln from Cornbelt Broadcasting Corp., gave its ch. 12 facilities to the university at no cost. Since the university was not ready to accept the offer, the ch. 12 facility was turned over to Mr. Dunn as trustee. Terms of the transfer of ch. 12 to the university stipulate that the university will pay a monthly rent of $50 for the transmitter site.

In asking for the channel switch, the university pointed out that the elected board of regents which controls the university wants an educational channel, but is reluctant to become the assignee of a commercial station.

If KUON-TV were designated educational, the petitioners asserted, it would be easier for the university to get funds for its operation, e.g., the Ford Foundation, the state legislature and charitable contributions. Prizes and program sources not open to a commercial station would become available through an educational assignment, it was pointed out.

Although the table of allocations provides for 21 u's in Nebraska, there are none operating. Since the tv freeze there have been no applications for a uhf assignment, the university said, adding that the number of tv sets in Nebraska capable of receiving uhf signals is negligible.

KPLN Revocation, Denial Of Assignment Recommended

AN FCC hearing examiner has recommended that the assignment of KPLN Camden, Ark., by Leo Howard to D. R. James Jr. be denied and that the station's permit should be revoked. The station ceased operating last April.

Hearing Examiner Elizabeth C. Smith declared that Mr. Howard's original application for construction of the 1 kw daytimer (on 1370 kc), the requests for modification of the construction permit and for the assignment of license to Mr. James were marked by "inconsistencies, misrepresentations and concealment of material facts."

The hearing stemmed from a protest to the assignment by KAMD Camden. The FCC denied the protest originally, but the U. S. Court of Appeals in Washington ordered the FCC to hold a hearing on it.

Eastland Postpones Red Quiz

PLANNED hearing by the Senate Internal Security Subcommittee in an investigation of alleged Communist infiltration of radio-tv and the press and entertainment fields was postponed indefinitely last week. The subcommittee, headed by Sen. James O. Eastland (D-Miss.), had planned to hold the closed hearing last week in New York and was said to have been ready to call 50 or more witnesses in a follow-up to testimony given the Senate group last summer by CBS news commentator Winston Burdett [B•T, July 11].

"HI-WATTER"

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MORE WATTS PER DOLLAR INVESTMENT

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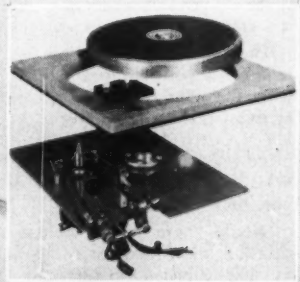

Rugged construction, direct speed shift, precision machining and complete elimination of spring tension and gravity controlled devices is why the new Gates transcription turntable is going into broadcasting stations at a current rate of over 100 per month.

Another Gates "Hi-Watter" Exclusive!

Packaged broadcast equipment is one of the reasons Gates leads all others in the sale of radio broadcast equipment. Here is the newest— packaged *complete* transcription equipment. Starting with the new, direct shift, 3-speed mechanism, Gates engineers added a new 3-stage preamplifier with self-contained power supply, variable equalizer, transcription arm, dual pickup cartridge and dual styli. All of this is inbuilt right on the chassis—ready to do a top quality professional job in America's radio and television broadcasting stations. — Another Gates exclusive.

Model CB-210 complete chassis including pickup, dual cartridge with sapphire styli*, preamplifier, power supply and variable equalizer **$275.00**

***Add $26.37 where dual diamond styli desired.**

Model CAB6 floor cabinet (not illustrated) **$90.00**

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Washington D. C.: Warner Bldg.
Los Angeles: 7501 Sunset Blvd.
New York: International Div. 13 East 40th St.
Atlanta: 13th & Spring Sts.
Montreal: Canadian Marconi Co.

Advertisement

HICKORY, N. C.
RECORD

Circ. D. 17,143

Nov. 3, 1955

TV CODE OF ETHICS

A code of ethics for producers of television films was decided upon at a meeting of the National Society of Television Producers and the **National Audience Board**, held in Hollywood a few days ago.

Tom Lewis, president of the Producers, said an attempt is being made to "devise a method by which television producers can guide themselves in the making of properties for the viewing public in either live or filmed television shows."

The National Audience Board is said to be "particularly interested in seeing to it that the viewing public receive the proper type of shows portrayed in a manner that does not contribute to the delinquency of children or in any way violate morals and good concepts."

Martin Leeds, executive producer for Desilu Productions, suggested a committee to formulate a document incorporating "an outline of good taste." A working arrangement would be arrived at, he said, with the Academy of Television Arts and Sciences.

Asked what course of action would be taken if a producer violated the specifics of the projected code, or declined to be bound by them, Mr. Leeds said the academy could inform sponsors of this fact. The code, Mr. Leeds said, "would apply to anything that goes on the air."

The Record believes that this action is a move in the right direction, and we predict that the public will welcome the knowledge that something constructive is being done toward voluntary censorship.

National Audience Board

152 East End Ave. New York 28, N. Y.
MU 8-2360

Closed-Circuit Tv Set for Ike Dinners

A CLOSED CIRCUIT tv hookup connecting perhaps 75 of the larger cities is planned by the Republican National Committee in a series of regional "Salute to Eisenhower" dinners Jan. 20 representing the kickoff of the GOP's 1956 fund-raising campaign.

Arrangements have been completed with Nate Halpern, president of Theatre Network Television (TNT), according to Frederick Crawford, Cleveland, chairman in charge of the fund-raising dinners to be held across the nation. Hotelman Conrad Hilton is chairman in charge of the closed circuit tv arrangements. Deputy chairman for the tv hookup is Joseph Binns, general manager and executive vice president of New York's Waldorf-Astoria Hotel.

The closed circuit telecast to commemorate completion of the President's third year in office, is expected to be held at 10 p.m. EST, but the point of origination (Washington or New York) has not been decided, Mr. Crawford said.

GOP spokesmen said the telecast would mark the first use of closed circuit tv for political campaigning, the technique previously having been used by corporations and other groups for sales and dealer meetings, public relations projects, stockholders and institutional meetings and for the presentation to the paying public of sports and entertainment events.

By binding together 75 or more local meetings into one unified party rally, closed circuit tv also will make possible the first truly national political meeting, perhaps the largest political meeting ever to be held, the GOP announcement said. It also introduces a novel technique into political fund-raising for a national campaign, the spokesman said.

The national committee has arranged for several noted Republican figures, including members of the President's Cabinet, to take part in the closed circuit telecast, and hopes to have Mr. Eisenhower participate. Cost for the dinner will run as high as $100 per plate in some of the larger cities, the Republican announcement said.

No estimate was given by the Republicans on the cost of the nationwide closed circuit tv hookup.

Independent WCUE Assails Exclusion by GOP Committee

INDEPENDENT WCUE Akron, Ohio, has scolded the Republican National Committee in the wake of an announcement by the GOP organization that it intends to spend up to $2 million on radio and tv network purchases during the 1956 presidential election campaign [B•T, Oct. 31].

Jack Maurer, WCUE vice president and station manager, said he understood the Republican committee intends to buy network time only. In a letter to Republican National Chairman Leonard Hall, he said that "by using only network stations, you are eliminating the stations which have the largest amount of listeners of all the world today. These are the independent stations."

He said that "on the other hand, it is a known fact that network radio has been losing both revenue and audience for the past several years." Without independent radio, he said, the committee "will definitely be eliminating one of America's strongest advertising media."

A spokesman for the Republican National Committee said that while, of necessity, major speeches by and for the GOP presidential ticket must be carried on a network of stations, other GOP candidates will by no means be limited to network stations. He said that, on the contrary, he felt there would be an increase in the use of radio by state and local GOP candidates.

He said the Republican National Committee's agencies (BBDO and Kudner Inc.) are under orders to put together the largest possible network of stations for major presidential campaign presentations.

Owners of Kansas Applicant Outnumber Town's Residents

HERE'S a tv applicant which numbers more stockholders than the population of the town it proposes to serve.

According to the application of Southwest Kansas Tv Co., Cimarron, Kan., which last week filed for ch. 6 in Ensign, Kan., the company is comprised of 334 stockholders. The population of Ensign (near Dodge City), according to the U. S. Census Bureau, is 227.

The applicant plans to operate as a satellite to KTVH (TV) Hutchinson, Kas. KTVH is on ch. 12 and is affiliated with CBS.

Besides the stockholders, 127 subscribers have pledged amounts ranging from $5,000 down to $100, with the majority of the pledges in the under-$500 bracket.

Officers of the Southwest Kansas Tv Co. are Lehigh Warner (insurance, farming and cattle), president, 2% owner; Wendell Elliott, general manager of KGNO Dodge City, vice president, 2.2%; F. C. Walker (insurance, farming), secretary-treasurer, 2%.

Dodge City Broadcasting (KGNO) and Globe Publishing Co. *(Dodge City Globe)* are each 8% stockholders in the applicant.

Bureau Asks: Can FCC Deny Grant on Economic Injury?

THE QUESTION was raised last week as to whether the FCC has authority to deny an application for a new broadcast station because of possible economic injury to an existing station in the same community.

The point was raised by the Broadcast Bureau in a petition to the FCC in connection with the Harlan, Ky., initial decision which recommended reinstatement of the grant to KY-VA Broadcasting Corp and denial of the protest of WHLN Harlan [B•T, Nov. 14]. WHLN claimed the community could not support two stations.

Should there be exceptions to the Harlan decision, the Broadcast Bureau asked the Commission to order separate and additional briefs from all parties on (1) the legal authority of the FCC to deny broadcast applications solely for reasons of economic injury which may be caused to existing stations, and (2) assuming the FCC has such authority, whether, as a matter of policy the FCC should exercise it by denial of applications for new outlets if economic injury were proved.

The petition said that time and expense involved in other economic protests can be saved should it be resolved that the FCC cannot, or will not because of policy reasons, deny applications on economic grounds.

A fortnight ago an initial decision by FCC Hearing Examiner H. Gifford Irion denied an "economic" protest by WBAC Cleveland, Tenn., to the grant of a construction permit there to Southern Enterprises.

Three other cases hinging on economic injury claims now are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga.; and Statesville, N. C.

ELECTRICITY FROM THE ATOM

What will it be like?

Now that electric light and power companies are building plants to produce electricity from the atom, you may well ask—*what's atomic electricity like?*

The answer: *exactly like the electricity you're using now.* The only difference is in the electric power plants themselves, where there's an atomic furnace instead of a furnace that burns coal, oil or gas.

But that difference can be important to your future. For you—and all America—will need much more electricity in the years to come, and atomic energy promises a vast new source of heat to make it.

Today many electric companies across the country are working on the development of atomic-electric power plants. They're among the companies that have brought abundant electricity to a whole nation in the span of a single lifetime. They have the experience to find the best and quickest way to bring atomic-electric power to all.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine

WRC Presents 140 Tapes To Library of Congress

WRC Washington became the first radio station to contribute radio sound tape material to the Library of Congress' new broadcasting reference collection with the presentation of 140 tapes of news, sports, music and other programs aired on the station.

Carleton D. Smith, NBC vice president and general manager of NBC-owned WRC-AM-FM-TV, presented the tapes to L. Quincy Mumford, Librarian of Congress, at a ceremony in the latter's office.

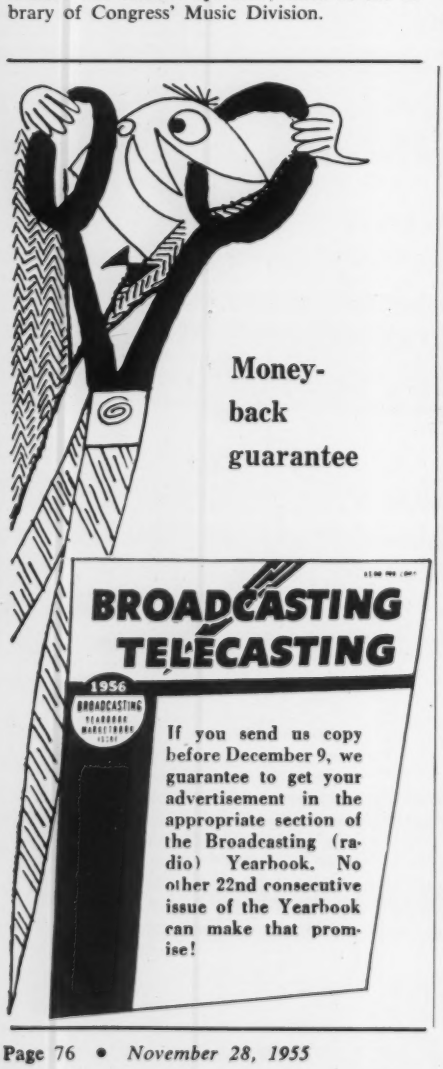
The 140 tapes contain 137 hours and 57 minutes of consecutive broadcasts during the week of Oct. 31-Nov. 6, including all NBC network and local programs broadcast on the station. The sound tapes will form the basis of the new Library of Congress collection, and will be used for future reference by scholars, sociologists and economists, according to Mr. Smith.

"Fifty years from today scholars will find in this tape collection a valuable record of American life in the year 1955," he said.

The tape collection weighs 98 lbs., contains a total of 243 separate news and sports broadcasts and fills a seven-foot shelf. Among the programs are reports on the recovery of President Eisenhower from a heart attack and broadcasts from overseas, on NBC's *Monitor*, of diplomatic negotiations by Sec. of State John Foster Dulles at Geneva.

Also taking part in the presentation ceremonies was Harold Spivacke, chief of the Library of Congress' Music Division.

BASIS of Library of Congress' new broadcasting reference collection will be 140 tapes of a full week's broadcast of WRC Washington local and NBC network programs. Carleton D. Smith (l), vice president of NBC and general manager of the network's owned WRC-AM-FM-TV, hands some of the tapes to L. Quincy Mumford (c), Librarian of Congress, and Harold Spivacke, who heads the Library of Congress' Music Division.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YEARBOOK
If you send us copy before December 9, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

FCC Gets Triangle Petition To Drop Elmira Application

TRIANGLE PUBLICATIONS Inc. last week petitioned the FCC to dismiss without prejudice its application for ch. 18 at Elmira, N. Y. Early this month, the Commission designated for consolidated hearing the competing applications of Triangle and Central New York Broadcasting Corp. [B•T, Nov. 14]. Both applicants proposed to use the Elmira channel for satellite operations, Triangle for its ch. 12 WNBF-TV Binghamton and Central New York for its ch. 3 WSYR-TV Syracuse.

In asking for dismissal of its Elmira application Triangle asserted that the best way to provide satisfactory WNBF-TV service to Elmira residents is through a booster operation there. This would permit WNBF-TV to provide a true Grade A service to Elmira and leave ch. 18 available for the establishment of a local station there, Triangle said. Triangle claims that Elmira is within the Grade A contour of WNBF-TV. Because of intervening mountains, however, Elmira is cut off from this coverage, Triangle said.

Triangle contended that it originally sought the uhf assignment because FCC rules and policies do not provide for booster stations. A petition to amend FCC rules to provide for booster stations is now being prepared and will be submitted soon, Triangle said.

Triangle owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton; WLBR-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and has applied for FCC approval of the $3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle interests also include the *Philadelphia Inquirer, Tv Guide* and other publications.

FTC Adds 10 Insurance Firms To False Advertising List

TEN new firms were added last week to the growing list of insurance companies cited by the Federal Trade Commission for false advertising of health and accident policies.

The latest actions bring to 41 the number of complaints issued against insurance firms in the FTC's 13-month drive to halt misrepresentations of insurance policy benefits. The first complaints, totaling 17, were issued Oct. 18, 1954.

Among the charges leveled at the 10 firms cited last week were misrepresentations as to duration of policies, health requirements for policyholders, amounts paid for hospital and surgical bills and the number and types of accidents and illnesses covered by the policies. The firms have 30 days in which to file answers.

The 10 firms whose advertising was complained against as not up to FTC standards, and hearing dates follow:

Minnesota Commercial Men's Assn., Minneapolis, Feb. 27; Illinois Traveling Men's Health Assn. and North American Accident Insurance Co., both of Chicago, March 1; World Insurance Co., Omaha & American Casualty Co., Reading, Pa., March 5; National Bankers Life Insurance Co., Dallas, March 6.

Massachusetts Bonding & Insurance Co., Boston, March 7; Liberty Mutual Insurance Co., Boston, March 9; Mutual Life Insurance Co., N. Y., March 12, and Lumbermen's Mutual Casualty Co., Chicago, March 15.

Of the 31 previous complaints against insurance company advertising, four have been settled by consent orders and the rest still are in litigation. In a consent order, the firm agrees to discontinue the advertising practices complained of, without admitting any violations.

Meanwhile, insurance companies were studying a proposed advertising code worked out by the National Assn. of Insurance Commissioners.

Trade Commission Bans Ads Calling Nucoa Dairy Product

CONSENT ORDER prohibiting The Best Foods Inc., New York, from advertising Nucoa margarine as a dairy product was made final by the Federal Trade Commission last week.

The FTC complaint, issued last June, charged that descriptions of Nucoa as "rich in sweet skim milk"—violated standards of the "margarine" amendment (Sec. 15 [a] [2]) of the FTC Act prohibiting representations or suggestions that margarine is a dairy product.

The action by the FCC last week is in effect a ratification of a hearing examiner's initial decision approving an order agreed to by the firm and counsel supporting the FTC complaint.

The order does not prevent the firm from claiming that Nucoa ingredients include a dairy product provided its percentage of the whole is made known.

FCC Okays ABC-XETV (TV) Plan Despite Objections

REQUEST by ABC to be permitted to transmit programs to XETV (TV) Tijuana, Mexico—on file since early this year—was approved last week by the FCC over the objections of San Diego tv stations KFMB-TV and KFSD-TV.

Objectors claimed there was no need for feeding ABC programs to the Mexican ch. 6 station; that if the network did receive permission to feed its programs to the across-the border outlet, they would suffer economic injury. They also claimed that since XETV was not under FCC regulation or U. S. taxation, it would be unfair for ABC to proffer its programs.

In its order last week, the Commission said it found there was an insufficient showing that the San Diego stations would be injured by the grant of this authority. It also said that the maintenance of a "free interchange" of programs with stations licensed by the Mexican government was in the public interest.

Wash. State Community Group Answers Broadcast Bureau

BOOSTERS that are operating in the state of Washington bring tv to unserved areas of the state and are like community tv systems, C. J. Community Services Inc., Bridgeport, Wash., said last week. Neither has to be licensed, it declared.

The statement was made in a reply to the Broadcast Bureau's exceptions to the initial decision which held that since the boosters do not interfere with other services, the Commission should not take action against them. This decision was recommended by Hearing Examiner J. D. Bond following a hearing against a number of such unlicensed boosters in north central Washington [B•T, Oct. 24]. It drew a sharp objection from the FCC general counsel and chief of the Field Engineering & Monitoring Div. [B•T, Nov. 14].

Involved are unlicensed boosters in Bridgeport, Quincy and Nespelem, all Washington. C. J. Community Services was the group under fire in Bridgeport.

Boosters are a new use of radio, the C. J. Community Services document said, and like community tv systems, are engaged in broadcasting—the booster service affiirmatively, the community tv services incidentally (incidental radiation).

"Unlicensed broadcasting is not necessarily illegal broadcasting," the Washington organization declared.

Meanwhile, the General Counsel and FE&M Div. filed a formal opposition to the petition of the National Community Television Assn. for permission to intervene in the unlicensed booster case. NCTA has no standing to intervene, the FCC departments said.

WGR-TV Files Challenge To NBC-Westinghouse Swap

CHARGE that the NBC-Westinghouse replies to the FCC's McFarland letter regarding its Philadelphia-Cleveland swap did not constitute "full disclosure" was made by WGR-TV Buffalo, N. Y., last week.

In a formal petition to the FCC, the NBC-affiliated ch. 2 station claimed that some of the statements made in the joint reply [B•T, Nov. 21] were "controvertible." WGR-TV said also that the NBC and Westinghouse answer to the allegations that NBC pressured Westinghouse into agreeing to the exchange of stations "begged the question."

WGR-TV, which has been fighting the NBC-Westinghouse exchange and also the NBC purchase of ch. 17 WBUF-TV Buffalo, charged that NBC used its power regarding affiliates in Philadelphia, Boston and Pittsburgh to get Westinghouse to agree to the transaction by which Westinghouse exchanges its owned KYW and WPTZ (TV) Philadelphia for NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland and $3 million. The FCC asked for further information on this exchange last month. The answers, two weeks ago, were over the signatures of Brig. Gen. David Sarnoff, NBC chairman, and E. V. Huggins, Westinghouse Broadcasting Co. chairman.

Meanwhile, WBUF-TV filed last week with the Commission its latest balance sheet. This showed that as of Oct. 31, it had total assets of $360,140, of which $20,022 were current assets. Current liabilities were listed at net $244,333, long term liabilities $346,130, and a deficit of $363,995. In the first nine months of 1955, the uhf station said, its income was $26,151, its operating expenses $141,218, its operating loss $145,067, and its net loss $166,088.

NBC's purchase of WBUF-TV for $312,500 was approved by the FCC last September. The action was delayed pending a hearing on the protest by WGR-TV. The hearing is scheduled to begin Dec. 19.

18 Microwave Stations Authorized by Commission

CONSTRUCTION PERMITS authorizing 18 microwave relay radio stations to furnish an eastbound tv channel between Denver and Omaha were granted by the FCC last week to American Telephone & Telegraph Co. Long Lines Dept.

The new facilities will be used to provide a third complete eastbound tv channel from Oakland, Calif., to Chicago, bringing to three each the number of eastbound and westbound tv channels between those two cities. There are at present two full eastbound tv channels between Oakland and Chicago, and a third only between Oakland and Denver and between Omaha and Chicago. The additional facilities will fill the Denver-Omaha gap, making the third eastbound channel complete. There are already three full westbound circuits.

The new channel will give each of the major tv networks an eastbound tv channel, AT&T said, necessary to provide tv facilities for coverage of the 1956 Republican National Convention, to be held in San Francisco.

The project, which is expected to be completed within eight months, will cost an estimated $192,000.

Don't Be Tardy at FCC

FCC has begun to get tough.

For years, the secretary's office has accepted documents filed up to 10 minutes or so after the official closing hour. But last week the Commission, in full, formal, official action, held that a document filed after 5 p.m. would have to be dated as received the following day.

Involved was a protest filed by WRLD Lanett, Ala.-West Point, Ga., against the grant of a new station (500 w, daytime, 910 kc) in West Point to Confederate Radio Co. [B•T, Oct. 31]. The protest was filed after 5 p.m. Nov. 21, the last day for such objections. Commission has now ordered that the filing date be changed to Nov. 22. There is a question whether the Commission will accept what is now termed a late filing.

WSEE (TV) Seeks Vhf Channel

WSEE (TV) Erie, Pa., has petitioned the FCC to allocate ch. 6 to that city. The station, which operates on ch. 35, would switch to the lower channel because of financial difficulties attendant with uhf operation. WSEE claims it has lost "tremendous" sums. WSEE stockholders George J. Mead (president) and John J. Mead own the *Erie Times*. WSEE is a primary affiliate of CBS. The other Erie tv station, ch. 12 WICU (TV) (*Erie Dispatch*), is affiliated with NBC.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

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Convertible into Common Stock at $50 per share

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November 18, 1955.

ABC Radio Schedules Walt Disney Program

WALT DISNEY's first offering on radio [CLOSED CIRCUIT, Sept. 26]—and his third program tieup with ABC—was announced jointly Friday by Mr. Disney and ABC President Robert E. Kintner. The program series premiers on ABC Radio Dec. 5 on a Mon.-Fri., 11:35 a.m.-noon EST schedule.

The daytime series will be called *Walt Disney's Magic Kingdom* as a tie-in with the 160 acre Disneyland Park, Anaheim Calif., from where it will originate. Disney programs on ABC-TV include *Disneyland* (Wednesdays, 7:30-8:30 p.m. EST) and *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST).

As described by Mr. Kintner, the new series will feature audience participation and will be patterned for the interest of the "busy housewife." Mr. Disney said the program hoped to "capture for ABC Radio listeners the magic of the park itself by following typical American families who are visiting the park as they explore each of our special attractions." Families on the program will compete for the "Golden Key," entitling each member of the family free admission everywhere in the park plus special prizes and gifts. Program producer is Les Lear. Singer Donald Novis and comedian Wally Boag will emcee the series.

AB-PT Redeems Over 25% Of Noble Preferred Stock

A TOTAL of 92,073 out of more than 324,000 shares of 5% preferred stock of American Broadcasting-Paramount Theatres held by Edward J. Noble, chairman of the AB-PT Finance Committee and former owner of ABC, has been redeemed by AB-PT, Securities & Exchange Commission records showed last week.

AB-PT officials said the redemption was at the standard rate of $20.80 per share plus 25 cents per share for accrued dividends. They said the redemption was a "conventional" move and involved a total of 150,000 shares of such stock, all of which were selected by lot. The other stockholders affected were not disclosed. The transaction regarding Mr. Noble was reported in compliance with the law requiring reports on ownership changes involving officers, directors and large stockholders.

The report showed that after the transaction, which occurred Oct. 4, Mr. Noble held 232,528 shares of AB-PT 5% preferred stock plus 8,949 shares of AB-PT common. The number of shares of 5% preferred outstanding at the end of last year was approximately 533,000.

Extensive Use of Color Set For Films on 'News Caravan'

EXTENSIVE USE of color film for spot tv news coverage is planned by NBC-TV, Frank C. McCall, producer of NBC-TV's *News Caravan* (Mon.-Fri., 7:45-8 p.m. EST), disclosed Saturday in Denver at the tv workshop of the National Assn. of Radio & Television News Directors. A tip-off of NBC-TV's plans was given by William R. McAndrew, director of news for NBC, at the Sigma Delta Chi meeting in Chicago [B•T, Nov. 14].

The *News Caravan*, seen on 113 stations under the alternate sponsorship of R. J. Reynolds Tobacco Co. and the Plymouth Div. of Chrysler Corp., has been active in color use. Nearly two years ago, the news show was produced in color, though mainly composed of features because of technical limitations, and last May it offered color coverage nationally on a "same day basis" when it telecast an all-color film report of a nuclear explosion set off near Las Vegas.

At the workshop session, Arthur Holch, the program's news editor, presented a demonstration of new color film and techniques to be used on the program. The color film permits shots under existent lighting conditions.

NBC-TV Signs Sadler's Wells, Seeking New York City Ballet

COINCIDENT with the announcement that NBC-TV will telecast the Sadler's Wells Ballet presentation of "The Sleeping Beauty" on *Producer's Showcase* Dec. 12 (8-9:30 p.m. EST), the network confirmed reports that it is trying to arrange a tv performance of the New York City Ballet Co. Dec. 25.

As with the Sadler's Wells program, the New York City Ballet Co. presentation would be in color. NBC-TV hopes to do either an hour or an hour and a half telecast of "The Nutcracker Suite," with music by Tschaikovsky, either from 2-3:30 p.m. or from 4:30-5:30 p.m. on Christmas afternoon.

ABC Radio Names Walker

ERNEST M. WALKER, ABC Radio account executive since last March, was named sales manager of the network's central division last week with headquarters in Chicago. Mr. Walker, who reports to National Sales Manager William F. Fairbanks, was a sales representative with Masterson, Reddy & Nelson, former production firm, before joining ABC. He also was associated with WNEW New York as account executive.

ABC Promotes Controllers

PROMOTIONS of Michael Boland to membership on the ABC cost control unit and Edward Graessle to manager of treasury affairs, both new positions, have been announced by Harold L. Morgan Jr., vice president and controller of ABC. In other advancements within the controller's department, Charles Smith has been named assistant general accountant; John Fitzgerald, general ledger bookkeeper; John McCarthy, billing supervisor, and Robert Chamberlain, cost accounting supervisor.

Poster Takes ABC Sales Job

HENRY R. POSTER, MBS manager of sales planning, has been named ABC Radio manager of sales development, Gene Accas, ABC director of sales development and research, announced last week. Mr. Poster was associated with ABC before 1946 when he became research manager at WNEW New York. Prior to his Mutual association, he was with Headley-Reed Co., station representative, until 1951.

Opera on ABC Radio

ABC RADIO and the Metropolitan Opera Assn., New York, last week jointly announced the opening of a 16th season of Saturday afternoon broadcasts, beginning Dec. 3. Under sponsorship of the Texas Co. and the McColl-Frontenac Oil Co. Ltd. of Canada, the broadcasts will be heard on ABC Radio in the U. S. and Canada via the Canadian Broadcasting Corp. The 1955-56 season includes 20 performances.

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Author Applauds Tv Treatment of 'Caine'

WHAT DOES a celebrated author, whose work for the first time has been adapted for television, think of the result?

In an interview with B•T last week, Herman Wouk, author of the novel "Caine Mutiny" and the play, "The Caine Mutiny Court Martial," which was adapted by CBS-TV as a live 90-minute presentation on its *Four Star Jubilee* Nov. 19, reacted with such words as "thrilling" and "extraordinary," stressing the intimacy of tv with the viewer compared with other dramatic forms.

"What made this program particularly thrilling to me," said Mr. Wouk, "was that this was living theatre transmuted to a new medium. In order not to sound conceited, I feel I should look at this thing objectively—not as much as an author but as another member of the audience."

"I think that more than half of the show's success was due to the play's exposure for more than two years to nationwide audiences," Mr. Wouk said. "In that time, one might say that the parts of Queeg, Maryk, Greenwald and others were shaped by the audience, and by the time it came to television, 'The Caine Mutiny Court Martial' was mature, sophisticated drama. This is what made 'Peter Pan' great."

In television, Mr. Wouk saw a third dimension—that of complete intimacy—given to an author in relation to his audience. "In the movies, your characters assume Herculean proportions, being as high and as wide as the screen; on Broadway, the stage's size necessarily reverses this technique, for your characters shrink, but in television, you can write your story on the assumption that the audience will literally be in the picture, as was the other night when I was present in the court room itself, next to Greenwald watching the distruction of Capt. Queeg."

Describing the entire program as nothing short of "extraordinary," Mr. Wouk said he felt the "editing was sound and the technical translation from stage to television value superb."

Mr. Wouk told B•T that he had nothing "whatsoever" to do with the program, production and editing chores having been handled in California by producers Charles Laughton and Paul Gregory as well as CBS-TV Director Franklin Schaffner.

CBS Radio Presentation Cites Daytime Network Radio's Value

ADVANTAGES of buying daytime network radio is underlined in a new CBS Radio presentation, which is being distributed by network salesmen to national advertisers. The presentation is available in booklet form and film slides.

"Daytime radio's prime function is the efficient delivery of advertising messages to women," the presentation points out. "Since daytime radio enables advertisers to reach big audiences . . . every day . . . at low cost, it has advantages that other media cannot match."

The presentation also asserts that the daytime radio audience includes "so many women who are not reached by television and magazines," and therefore "its circulation is of great significance to the advertiser who uses several media in combination."

CBS Radio is "the No. 1 buy" in all daytime network radio, the presentation claims. To emphasize this, the sales presentation notes its billings are higher than those of other radio networks and offers statistics on what it says is its favorable cost-per-thousand.

CBS-TV Announces Revamp On Sunday, New News Show

CBS-TV was to announce yesterday (Sunday) a new news program and a full revamp of its Sunday afternoon program lineup. The network has scheduled a new series, *CBS Sunday News*, featuring its chief Washington correspondent Eric Sevareid, to be telecast each Sunday, 3:30-4 p.m. EST, beginning Jan. 8.

CBS News and Public Affairs Vice President Sig Mickelson emphasized that the program, unlike half-hour news documentary programs, will concentrate on top news of the day as well as human interest. The show—telecast live—will have film portions.

CBS-TV had announced a fortnight ago that it would schedule a return to the network of *Front Row Center*, telecast Wednesday nights last summer, to the 4-5 p.m. EST period, also starting Jan. 8.

Effective on that date, the Sunday rescheduling will include *Let's Take a Trip* moving from 4:30-5 to noon-12:30; *Adventure* vacating 3:30-4 for the 2:30-3 period, and *Face the Nation* leaving the 3-4:30 slot for 3-3:30 p.m.

Publisher Hits Tv Networks At ACLU Meet in Illinois

A GLANCING ATTACK on television networks was delivered by a midwest newspaper publisher in an address before the Illinois Div. of the American Civil Liberties Union.

William T. Evjue, editor and publisher of the *Madison* (Wis.) *Capitol Times*, which owns two-thirds of WIBA-AM-FM, told the group that television has become the "private property" of two "giant networks, CBS and NBC." He said the two networks "and the 16 stations they operate took 52% of the total profits in tv last year."

Mr. Evjue spoke on instruments of mass communications, claiming newspapers and other media do not always echo the sentiments and beliefs of their readers, listeners and viewers.

'Inventory' Planning Change

AN EDUCATIONAL PROGRAM, *American Inventory*, long established on NBC-TV, is planning to change its format. NBC-TV and the Alfred P. Sloan Foundation Inc. will jointly produce the programs which will be an hour in length and which will be scheduled on a monthly or bi-monthly basis. The productions probably will be in color. Contract for *American Inventory*, which offers educational dramas on the network Sundays, 2-2:30 p.m., expires at the end of December and will not be renewed on the old basis. NBC-TV, it was reported, plans to schedule five new films of its *Wisdom* series, following these with *Outlook*, a half-hour news program. The foundation will explore automation, education, population growth, atomic and solar power, transportation and conservation in its new venture.

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Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There's only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.

Reference Library

Partial List of Contents

Complete state and city directories of am and fm radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

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1/2	265	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

Cage Games Set on NBC-TV

SCHEDULE of this season's pro-basketball games to be telecast on NBC-TV was announced jointly last week by NBC Sports Director Thomas S. Gallery and Maurice Podoloff, president of the National Basketball Assn. The 15-game series will start Dec. 10 with a Boston pick-up of the Minneapolis Lakers versus the Boston Celtics, starting at 3 p.m. EST. The schedule will run on consecutive Saturdays, except for the holiday weekends of Dec. 24 and Dec. 31. Sponsorship has not been announced.

'Wide Wide World' Sellout

WITH Pontiac's additional purchase last week of the remaining unsponsored segment of NBC-TV's *Wide Wide World*, the program telecast yesterday (Sunday) was sold solidly to General Motors Corp. Premiering June 27, *Wide Wide World* in September was purchased by AC Spark Plug, Guide Lamp, United Motors and Delco Batteries, all GM divisions, leaving only one segment open. Agency for Pontiac Motor Div., is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Two Add 'Panorama Pacific'

THE early morning *Panorama Pacific* has been added to two more Columbia Television Pacific Network Stations—KOIN-TV Portland, Ore., and KTNT-TV Tacoma, Wash. The show has been aired five days weekly since Nov. 16, 1953, on three California stations: KNXT (TV) Los Angeles, KPIX (TV) San Francisco, and KFMB-TV San Diego.

Procter & Gamble and Lyon Van & Storage are among sponsors of the program, the former having signed for five one-minute participations a week for 31 weeks and the latter to air three spots a week under a 52-week contract.

NETWORK PEOPLE

David Roth, formerly with CBS-TV's *Joe and Mabel* production staff, to network's Phil Silvers' show, *You'll Never Get Rich,* as production coordinator.

Marion Russell, ABC radio network sales service manager, appointed ABC-TV sales service manager.

Stan Morris, ABC-TV unit publicist, appointed trade news editor for ABC-TV Western Div.

Ed Sullivan, host and co-producer of CBS-TV's *The Ed Sullivan Show* (Sun., 8-9 p.m. EST) will be honored by The Friars Club at testimonial dinner March 15 in Waldorf-Astoria Hotel, N. Y. Among radio-tv figures serving on the honorary committee are Jack Benny, William S. Paley, Bing Crosby, Walt Disney, Frank M. Folsom, Robert E. Kintner, Milton Berle, Groucho Marx, Edward R. Murrow and Robert W. Sarnoff.

Bryson Rash, ABC, **Theodore F. Koop,** CBS, **Robert F. Hurleigh,** MBS and **Julian Goodman,** NBC, network Washington newsmen, appointed to Alexander Hamilton Bicentennial Commission public relations advisory committee. Anniversary occurs in 1957.

George R. Ruppel, MBS vice president, serving as chairman of radio division, Visiting Nurse Service of N. Y. 1955 fund-raising campaign.

Helen J. Sioussat, CBS director of talks, named member of plans board, American Red Cross, N. Y. chapter committee on community relations.

Tv Sets Shipped During 1955 16% Above Same 1954 Period

TV SET shipments to dealers totaled 5,174,732 units during the first nine months of 1955, 16% above the 4,469,596 shipped in the same 1954 period, according to RETMA. September shipments totaled 1,019,191 sets compared to 605,664 in August and 1,005,725 in September 1954.

Following are tv set shipments to dealers by states during the first nine months of 1955:

State	Total	State	Total
Alabama	89,564	New Hampshire	18,893
Arizona	27,609	New Jersey	167,236
Arkansas	57,809	New Mexico	17,825
California	448,095	New York	498,625
Colorado	39,864	North Carolina	131,684
Connecticut	71,928	North Dakota	17,429
Delaware	11,710	Ohio	271,212
District of Columbia	48,881	Oklahoma	75,380
Florida	178,658	Oregon	62,636
Georgia	113,265	Pennsylvania	327,772
Idaho	20,233	Rhode Island	25,658
Illinois	285,858	South Carolina	72,719
Indiana	137,253	South Dakota	18,772
Iowa	74,527	Tennessee	103,183
Kansas	65,262	Texas	290,099
Kentucky	85,782	Utah	18,908
Louisiana	110,833	Vermont	15,387
Maine	36,854	Virginia	92,824
Maryland	72,577	Washington	87,697
Massachusetts	144,428	West Virginia	55,807
Michigan	213,501	Wisconsin	112,471
Minnesota	86,422	Wyoming	5,164
Mississippi	46,579	U. S. Total	5,155,378
Missouri	135,191	Alaska	5,865
Montana	14,494	Hawaii	13,489
Nebraska	44,059	Grand Total	5,174,732
Nevada	6,761		

Radio Set Output Reaches Highest Total in Five Years

RADIO SET production is running at the highest figure in five years, according to Radio-Electronics-Tv Mfrs. Assn. U. S. factories turned out 403,488 sets in the week ended Nov. 11, RETMA preliminary compilation shows, compared to 405,095 in the first week of December 1950.

Output of radio sets passed total for 1954 some weeks ago. RETMA estimated radio production at 12.3 million sets for 45 weeks of 1955 compared to 10.4 million for entire 12 months last year. Of 403,488 radios turned out in Nov. 11 week, 188,314 were auto models.

Thomas C. Andersen Named To GE San Francisco Post

THOMAS C. ANDERSEN, distributor sales specialist in General Electric Co.'s tube department headquarters, Schenectady, N. Y., last week was named district sales manager for the department's western regional office in San Francisco. In his new post, Mr. Andersen will head all distribution sales for GE receiving, industrial, transmitting and cathode ray tubes in the Fresno-Sacramento-San Francisco area.

MR. ANDERSEN

Hallicrafters, Penn-Texas Merger Talks in Abeyance

NEGOTIATIONS involving Hallicrafters Co. (electronics, communications equipment) with Penn-Texas Corp. (industrial firm), New York, were in abeyance last week after widely-circulated reports of a possible merger.

Talks of the merger reportedly hinged on a plan calling for Hallicrafters stockholders to exchange 100 shares of their stock for 40 shares of Penn-Texas. The proposed merger would become effective shortly after the first of the year.

In Chicago, Hallicrafters' William J. Halligan, board chairman, and Raymond W. Durst, president, jointly set forth conditions for any such merger: an advantageous arrangement for shareholders on earnings and dividends, continuation of present management and electronics activities, and preserva[illegible] of an employe seniority system.

'Auravision' to Be Marketed; Ford Motor Is First Client

A NEW PRODUCT called "Auravision"—sound combined with printed matter—has been introduced by Columbia Records, a subsidiary of CBS Inc. The recording process, developed by Columbia's transcription department, will permit pre-recorded messages in any record speed to be used as direct mailing pieces by manufacturers, political organizations or advertising agencies and others specializing in the field. Columbia officials claim that this is the first time that messages—reproduced on any specially-treated mail matter from brochures to postcards—will be pressed on a multi-million basis.

Ford Motor Co., Detroit, last week became the first major industrial manufacturer to use the new Auravision process. Ford's order calls for a press run of 2½ million postcards bearing the specially-recorded Christmas jingle for 1956 Ford cars by Mitch Miller and Rosemary Clooney.

Olympic Inc. Changes Hands

OLYMPIC Radio & Television Inc., Long Island City, N. Y., reports control of the company has been acquired by a group headed by William H. Husted, New York, and other industrialists and financiers who control Siegler Corp., Centralia, Ill., manufacturer of space heaters. Olympic manufactures radio, tv receivers and other electronic products. The group purchased a block of 137,332 shares of Olympic common stock, representing about one-third of 543,552 shares outstanding. Stock recently has been selling for about $8 per share on American Stock Exchange. Mr. Husted said there are no plans to merge Olympic and Siegler.

Philco Begins Color Tv Course

A 40-HOUR course in color tv—designed to train 20,000 color tv servicemen throughout the country—has been inaugurated by Philco Corp.

As the initial step in the course, service technicians representing all Philco distributors are being brought to Philadelphia factory headquarters in groups of not more than 20. After these distributor representatives have been trained fully in color tv servicing and methods of teaching, they will return to their respective areas to conduct local color tv schools for qualified technicians through the Philco Factory-Supervised Service Program.

GE Gets Big Navy Order

GENERAL ELECTRIC Co., Syracuse, N. Y., has been awarded what GE said was the largest single order ever placed for commercial two-way radio communications equipment by U. S. Navy. Order, worth approximately $750,000, includes 1,100 30-w mobile radios, more than 100 50-w base stations, 500 base station control units and about 600 1-watt portable two-way radios. Equipment will be used at various naval air stations throughout the continental U. S.

Taking It With You

ORIGINALLY intended for promotion of KSOO Sioux Falls, S. D., a new portable studio is soon to be marketed nationally, according to E. C. Stangland, KSOO farm director and developer of Mini-Studio, name given the new unit.

Mini-Studio was first used for a series of programs from a wintertime indoor farm show and the success of this operation led to its role as a revenue-producer for the station.

A merchant from Inwood, Iowa (population 600), persuaded nine other merchants to join him in sponsoring a remote broadcast from Inwood. The *Inwood Hour* produced immediate results: Implement dealer Herman Moen reported close to $500 in sales from one spot announcement. Grocer Don Williamson advertised cherries at $2.98 a lug and sold almost 300 lugs as a result, stating, "We never sold more than 50 prior to our *Inwood Hour* promotion."

Other cooperating merchants reported similar results, leading Garretson and Dell Rapids, both S. D., to follow Inwood's example to originate hometown programs, via Mini-Studio.

Morton Henkins, KSOO president, stated the unit has meant outstanding station promotion while bringing over $7,000 in billings this year from out-of-town shows.

Shopper Stopper Co., Sioux Falls, manufacturers Mini-Studio which sells for $450 f.o.b. The unit consists of a 45 rpm record player and input, a speech input channeled through a portable console which also serves as a remote amplifier.

A Mini-Studio has been sold to KIJV Huron, S. D., and orders have been received from other midwest stations.

MANUFACTURING PEOPLE

Gordon N. Thayer, vice president in charge of military developments, Bell Telephone Labs, appointed chief engineer of American Telephone & Telegraph Co., succeeding **H. I. Romnes,** elected a vice president at AT&T last month.

Morton E. Ornitz, vice president and controller of Emerson Radio & Phonograph Corp. until Oct. 1946 when he resigned to become a private management consultant and investment counsellor, has rejoined company as special staff assistant to President Benjamin Abrams.

Leonard Hanat promoted to manager of Chicago sales territory of tv-radio operations of Raytheon Mfg. Co. succeeding **Robert Baggott,** resigned.

Hugh Englemann promoted from assistant advertising manager to local advertising manager at Motorola Inc., Chicago, and will supervise company's cooperative advertising programs.

Forrest W. Price, national sales manager, Columbia Recordings Inc., appointed manager of CBS-Columbia's factory branch distribution operations, new position created by CBS Inc., tv-radio receiver manufacturing division.

Frank W. Guthrie, contract sales manager, Magnecord Inc., Chicago, appointed sales manager for tape recorder division.

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IN OVER 120 PRINCIPAL CITIES

TelePrompTer to Show 'Network' to RTES

PROPOSED TelePrompTer "Program Communications Network" will be demonstrated by the TelePrompTer Corp., New York, at a workshop meeting of the Radio & Television Executives Society today (Monday) at the Hotel Roosevelt in New York [B•T, Nov. 7].

As envisaged by TelePrompTer, the network would interconnect television stations, networks, program sources, station representatives, agencies and advertisers with "a more efficient and economical method of conducting business." Among its functions would be clearing time for network programs, developing station availabilities for nationally sponsored spot shows and announcements and transmitting agency and advertising traffic data, including program copy, commercial copy and various types of instructions.

TelePrompTer will demonstrate the basic components required to operate the network at today's meeting and will transmit an actual message as it would normally flow over the network. In addition, the company also will show its new Telemation Television Programming devices including electronic switching and cueing systems, which, TelePrompTer claims, make it possible for one individual to produce an entire program (employing rear screen projection, lights, tape recorded sound effects, music).

Three demonstrations will be given—12 noon-2 p.m. during the RTES luncheon, at 3:15 p.m. and 4:15 p.m. Speakers include Irving Kahn, president of TelePrompTer Corp.; Herbert V. Hobler, vice president in charge of sales, and Hubert Schlafly Jr., vice president in charge of engineering.

Several weeks ago TelePrompTer asked the FCC for a ruling on its proposal to establish a private line telegraph wire. The Commission told TelePrompTer that its network would constitute a communication common carrier operation.

Country Music Jockeys Seek Free Recordings

RECORD manufacturers have taken under advisement a proposal that free disc service be given members of Country Music Disc Jockeys Assn. The plan was submitted to record spokesmen at the fourth annual disc jockey festival held at WSM-AM-TV Nashville during the 30th anniversary celebration of *Grand Ole Opry* earlier this month.

The record officials were told at a disc jockey clinic that CMDJA had found much less lewd and off-color material in recordings following its protest a year ago. At that time the association had complained that off-color lyrics were creeping into country music recordings.

In asking for free record service, CMDJA acted through its board of directors which met Nov. 10 in Nashville. The request was submitted to record companies in the presence of several hundred disc jockeys, with many nonmembers of the association asking free service. Complaint was made that record companies discriminate by giving discs to some stations while asking service fees from others.

William Bullock, RCA Victor, one of several record spokesmen, said RCA Victor works through 52 distribution points, which buy records from Victor. "Without distributors there are no dealers," he reminded, each distributor being responsible for his territory. Noting there are 2,000 country music disc jockeys, he raised a question of the right of RCA Victor to favor CMDJA members or to bypass its distributors.

Sidney Goldberg, of Decca, said its country record service costs $5 a month. He recognized the importance of radio performances and observed that "some records don't sell as many as there are disc jockeys." He said Decca spends hundreds of thousands of dollars a year on promotion records and leaves distribution in the hands of distributors.

At its meeting CMDJA amended by-laws to permit meetings at places other than Nashville. It voted to cooperate in observance of National Hillbilly Day next May 26, a date fixed by act of Congress.

CMDJA has approximately 200 members. Officers include James Brooker, WMIE Miami, chairman of board; Nelson King, WCKY Cincinnati, president; Earl Davis, WFHG Bristol, Va., vice president; Tommy Sutton, WAVI Dayton, Ohio, secretary, and Dal Stallard, KCMO Kansas City, treasurer.

The WSM disc jockey festival, which started out as a small promotion four years ago, attracted over 1,200 for the two-day celebration. Convention events included business meetings, receptions, inspection of exhibits at the Andrew Jackson Hotel and attendance at the *Opry* anniversary programs.

Delegates reported a tremendous increase in public demand for country music on stations and rising record sales, with much of the new interest coming from metropolitan centers.

World Releases Package For Christmas, New Year

WORLD Broadcasting System, New York, radio transcription library service, has made available a special 15-feature "Yuletide Programming Package" to its more than 1,000-station subscriber list.

Included in the listing are such features as a musical-drama starring Joe E. Brown; a "Christmas Shopping Bag" tailored for sponsor participation and the station's sales personality; special Christmas shopping jingles for a saturation campaign between Nov. 21-Dec. 24; seven Yuletide and New Year's prayers by actor Raymond Massey and four 30-minute holiday show packages designed for airing Christmas Day and New Year's Eve.

Sheraton to Up Grid C-C

PLANS to extend the number of football games telecast and increase its total hotel receivers next year have been announced by Sheraton Closed Circuit Television Network, subsidiary of Sheraton Hotels Corp. Executive Vice President William P. Rosensohn, in making public Sheraton's plans, said that the first season, which included closed circuit pickups of three Notre Dame U. games, was "overwhelmingly successful." Over 25,000 persons were reported to have watched the telecasts.

Berk to New Columbia Post

HOWARD BERK was named last week to fill a new post at Columbia Records Inc., by Paul J. Wexler, vice president and director of operations, Columbia Electronic Products. Mr. Berk, as advertising and sales promotion manager of CRI's Electronic Products Div., will coordinate advertising and sales promotion programs for Epic Records, Columbia 360 phonographs and transcriptions.

British UP Says News Wire Fastest In North America

BRITISH United Press claims it now has the fastest news transmission wire in North America, having put into operation a circuit that moves 75 words a minute, or 25% more than most other news association wires in the U. S. and Canada.

Declaring that this newest innovation was the outgrowth of radio stations' greater demand for reporting depth in news dispatches, Phil R. Curran, BUP general manager also said that the company "found that [this circuit] was the most efficient way to give the stations the added details they require, and to serve newspapers at the same time."

The circuit—actually two wires in one—carries more than 100,000 words a day from the Canadian and World Newspool in Montreal to client points in New Brunswick, Nova Scotia and Prince Edward Island. It contains material for five 15-minute broadcasts and 13 five-minute newscasts for radio and tv.

Universal Broadcasting Opens New York Office

ESTABLISHMENT of a New York office by the Universal Broadcasting System of Detroit and Boston is being announced today (Monday) by Richard Colten, UBS president. UBS is a closed-circuit television organization which leases equipment to industry and management for sales meetings and also produces closed-circuit telecasts.

Mr. Colten said that UBS has been active in the New York market in the past, having handled the annual closed-circuit telecast of the General Motors Motorama from the Waldorf-Astoria Hotel as well as programs for such firms as Yale & Towne, Westinghouse, General Electric and the Chevrolet Dealers Assn. The new UBS office is at 322 E. 45th St., New York 17.

Stanton Osgood Joins TNT

APPOINTMENT of Stanton M. Osgood as director of production for Theatre Network Television Inc. was announced by Nathan L. Halpern, TNT president. Mr. Osgood has been NBC manager of film production for the past year, and from 1950-54 was in charge of large screen, closed-circuit television for that network.

Hauser Joins Hardy Burt

BERTRAM J. HAUSER, who has resigned as vice president in charge of co-op programs of MBS [B•T, Oct. 17] has joined Hardy Burt productions as a consultant. During his 11 years with MBS, Mr. Hauser was vice president in charge of programming as well as development. Before joining MBS he was advertising and sales promotion director of ABC Radio.

PROGRAM SERVICE PEOPLE

Lloyd W. Dunn, vice president, merchandising division, Capitol Records Inc., Hollywood, appointed vice president in charge of sales and merchandising. He has been with CRI five years.

Sidney Brooks, former MCA and Allied Artists talent agent, appointed to staff of Gotham Recording Corp., N. Y., as sales promotion and public relations director. Gotham also named four new engineers to its recording department: **George Roberts, David Johnston, Walter James** and **Gordon Clark.**

—PERSONNEL RELATIONS—

Screen Producers Guild Scorns Overtures From Tv

THE SCREEN Producers Guild announced in Hollywood last week that it has decided not enter the television field at this time. SPG, composed of producers employed at major studios and independent companies, said this decision had been reached "after thorough study and analysis." The following statement was issued by SPG:

"During the past few months, the guild has had offers from all networks and major tv producers to become associated with them in the production of a weekly tv program.

"The guild has a high regard and respect for tv as a medium of information and entertainment, but feels that its prestige would be seriously damaged were it to conform to the standards and practices generally in use today in the tv industry.

"A few of our members are now engaged in producing remarkably good tv programs and a few others have produced an occasional outstanding show. Without exception, we have the testimony of *all* of these men that until the tv industry can afford higher budgets with which to acquire good basic story material, finer writing, top rate direction, and excellent artists, it would be as imprudent, as it would be impractical, for the guild to enter the tv field."

SAG Membership Increase Attributed to Tv Films

SWING from live to film tv programming, plus the general growth of tv film production, was credited for the biggest membership jump in the history of Screen Actors Guild by Treas. George Chandler in a report to the annual meeting Nov. 20 in Hollywood.

National membership had increased to 9,832 on Oct. 31 this year, up from 8,370 on same date last year and 7,300 in 1951, he said. In the past year SAG distributed $565,639 to its members as residual payments on tv entertainment films still in use, according to the report.

—PROFESSIONAL SERVICES—

Grossman to Set up Firm For Radio-Tv Financing

EDWARD GROSSMAN, director of the radio division of Guild Films Co., New York, has resigned his position and plans to launch his own firm that will handle credit and financing for tv producers and distributors as well as radio and tv stations. Mr. Grossman will establish his office in New York on a date to be announced later.

Mr. Grossman has been with Guild Films since July 1952. Previously, he had been associated with Metro-Goldwyn-Mayer for 18 years and with Film Classics for five years in their business departments.

Endorsement Firm Expands

ENDORSEMENTS Inc., New York, which places celebrities on both tv and in print media for endorsement purposes, is announcing today (Monday) a working arrangement between its president, Jules Alberti, and W. Anthony Ingram of London, England. Mr. Ingram on Jan. 1 becomes managing director of Endorsement Ltd. which will serve as the British affiliate of Mr. Alberti's operation. Eventually it is expected the two organizations will cooperate in supplying celebrity endorsements.

—STATIONS—

WBC RADIO GROSS UP 5%; TV, 13.5%

1955 time sales for Westinghouse's five radio and four tv outlets to be reported at New York meeting today. Rise of 9% in national spot offsets decline in network radio revenue.

GROSS time sales of the five radio stations of Westinghouse Broadcasting Co. will show a 5% gain for 1955 and those for WBC's four tv outlets will be up 13.5% over the preceding year, National Sales Manager Eldon Campbell will report at a three-day meeting of the general managers of WBC stations this week.

The meeting will be held today (Monday) through Wednesday at WBC's new headquarters offices in the Chanin Bldg. in New York. It will be the first presided over by Donald H. McGannon, new president of WBC [B•T, Nov. 14].

The WBC radio stations' 5% gain in gross sales—local, national spot, and network—resulted "despite the serious decline in radio network revenues and was assisted by a 9% increase in their combined national spot sales in 1955 as compared to 1954, Mr. Campbell will tell the station managers. He will point out that the trend in national spot business has changed for the better since last July 1.

In his report on WBC station business Mr. Campbell will tell the managers that "our tv station sales growth is sound and gratifying" but that "in candor I must admit that the growth in radio has been sensational.

"For example, on a 1954-to-1955 basis in local sales, KDKA in Pittsburgh will show a 19% gain and KYW in Philadelphia an 18% gain. In national spot sales, KYW will show a 23% gain and WBZ-WBZA in Boston a 21% gain.

"For many radio stations in major markets, assuming the national economy grows at the present rate, I believe that 1956 national spot sales will approach or even exceed the all-time peaks of the pre-television years. This is already true for some of the WBC stations.

"For WBC, reaching again our national spot peak in radio would mean in 1956 an increase of 18% over the 1955 level. In view of the pace of radio spot business in 1955's final quarter, an 18% rise in 1956 is attainable."

Mr. Campbell will note that even stronger gains than these were recorded in local sales of WBC's radio stations in the past two years: local sales in 1954 were 30% higher than in 1953, and 1955's will be approximately 44% higher than 1953's.

"WBC headquarters is grateful to its station sales managers and their salesmen for these gains," his report will say, "but program, promotion, and engineering personnel did their share in support of the sales effort."

General managers slated to attend the meeting are Franklin A. Tooke, WBZ-TV, and Paul E. Mills, WBZ-WBZA Boston; Rolland V. Tooke, WPTZ (TV), and Robert H. Teter, KYW Philadelphia; Harold C. Lund, KDKA-TV, and L. R. Rawlins, KDKA Pittsburgh; Carl W. Vandagrift, WOWO Fort Wayne; J. B. Conley, KEX Portland, Ore., and Philip G. Lasky, KPIX (TV) San Francisco.

Other WBC executives to attend: Joseph E.

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Baudino, vice president—Washington; W. C. Swartley, vice president—Boston; and executives of WBC's New York staff, including Ralph N. Harmon, vice president, engineering; John F. Hardesty, eastern sales manager; George Tons, midwest sales manager; Richard M. Pack, national program manager; William Kaland, assistant national program manager; J. O. Schertler, industrial relations manager; I. C. Ruby, auditor; David E. Partridge, advertising-sales promotion manager, and John J. (Chick) Kelly, assistant advertising-sales promotion manager.

Storer Stations Adopt Public Service Project

AN "integrated public service activity" on a company-wide basis will be started in all communities served by Storer Broadcasting Co.'s radio and tv stations, it was announced last week.

According to Storer Broadcasting, radio and tv managing directors at their semiannual meeting voted unanimously to extend the project, developed and tested over the past several years by WGBS-TV Miami, Fla., to all stations.

Bearing the title, "Community Projects," the activity is based on specific community needs adjudged the most important by a cross-section group of citizens. A joint radio and tv campaign in behalf of each of the projects is set up with the same care given commercial accounts. Activity will begin in each community served by a Storer station with a "Community Projects" director appointed to use both radio and tv as necessary to make the various projects the most effective.

KRON-TV NAMES SEE GENERAL MANAGER

HAROLD P. SEE has been named general manager of KRON-TV San Francisco, it has been announced by Charles de Young Thieriot, president of the Chronicle Publishing Co., which owns the station.

MR. SEE

Mr. See joined KRON-TV in 1949 when the station was in the process of construction. As general manager he also will continue the duties he has been performing as station manager.

With over 25 years experience in radio and television, Mr. See joined the engineering department of NBC in 1930 in New York. On two occasions he helped build television stations for NBC, in Washington, D. C., and Baltimore.

Mr. See also is chairman of the NARTB Tv Film Committee.

Sheldon Sackett Announces Plans for Portland Tabloid

PLANS for a daily tabloid paper in Portland, Ore., have been announced by Sheldon F. Sackett, radio station owner and editor and publisher of the *Coos Bay Times*, Coos Bay, Ore. Publication is scheduled to begin in March 1956.

Mr. Sackett, whose holdings include KVAN Vancouver, Wash., (with permit to broadcast 51% of its programs from its Portland transmitter house), said he would meld the tabloid with the radio station and with a new tv station, for which KVAN holds the permit.

In addition to KVAN, Mr. Sackett is owner of KROW Oakland-San Francisco and KOOS Coos Bay.

Only Catholic Programs Under Archdiocese Question

QUESTIONNAIRES sent to all radio and tv stations from the Catholic Archdiocese of New York [CLOSED CIRCUIT, Nov. 21] are concerned only with Catholic broadcasting and telecasting, according to the Rev. Timothy J. Flynn, director of the archdiocesan Office of Radio & Television Communications.

In a statement to B•T, Fr. Flynn outlined the purpose of the current survey.

"We are not one bit interested in the religious broadcasting of other denominations, or in a breakdown of programming," he said. "We are concerned only with Catholic broadcasting, and we have undertaken the survey . . . to guide Catholic broadcasters in the production of better programming for the industry.

"In the survey we asked station managers to designate their preference among the various types of Catholic programs offered, and also, as a guide to Catholic broadcasters, to specify their evaluation of the quality of current Catholic religious programming.

"In initiating this survey we have worked closely with officials in the industry, and they view this study as a worthwhile undertaking."

He added that more than 50% of those sent questionnaires have filled them out and returned them.

Lawlor New WWCA Manager

BOYD LAWLOR, midwest manager of William G. Rambeau Co., station representative, has been appointed manager of WWCA Gary, Ind., it was announced by WWCA President Dee O. Coe.

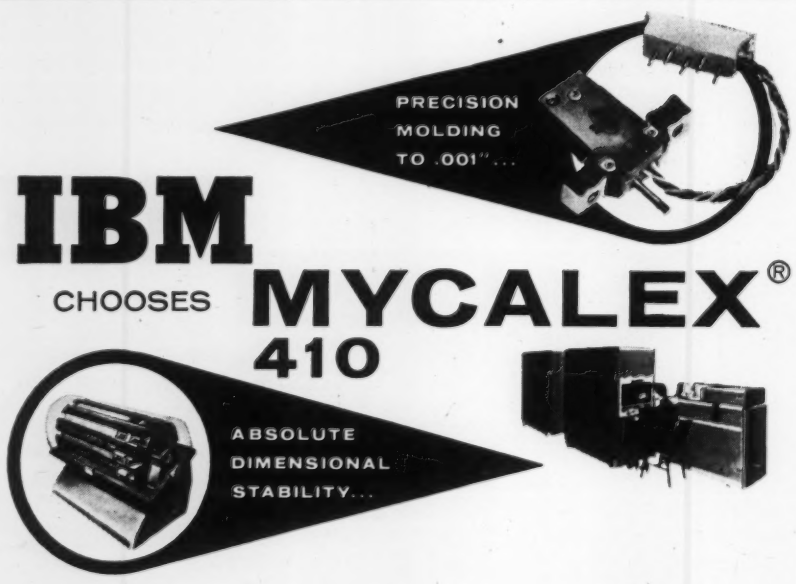
MR. LAWLOR

Mr. Lawlor at one time was account executive in the Chicago office of ABC and was an assistant manager of WLOL Minneapolis. Past associations also include production, sales and programming experience with WXYZ Detroit, WCAU and WIP, both Philadelphia.

Three Added to WABC-TV

THREE new account executives were added last week to the WABC-TV New York sales staff, Robert L. Stone, general manager, announced last week. They are John R. Porterfield, James E. Szabo and Leonard E. Hammer.

Mr. Porterfield formerly was eastern national radio sales manager for Storer Broadcasting Co. Mr. Szabo formerly was national sales manager of John W. Loveton Inc., national station representative. Mr. Hammer was with MCA-TV Ltd. in a sales capacity.



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KTEN (TV) Claims Error In CBS-TV Market Study

KTEN (TV) Ada, Okla., doesn't like CBS' method of calculating major markets in the U. S.

In a letter to Dr. Frank Stanton, CBS president, the station claimed that the network had misplaced six Oklahoma counties (including the Ada station's home county) by attributing them to the Tulsa and Oklahoma City markets. This was done, it was pointed out by Bill Hoover, vice president of the ch. 10 KTEN, in CBS' presentation to the FCC when Dr. Stanton met with FCC Chairman George C. McConnaughey on the allocations problem [B•T, Oct. 10].

KTEN covers southern and eastern Oklahoma, Mr. Hoover said in his letter to the network president. It covers eighteen counties, Mr. Hoover declared, and thus ranks not only as Oklahoma's third market but also as the nation's 91st market.

CBS Sales Names Meskill

APPOINTMENT of Robert Meskill to the account executive staff of CBS Radio Spot Sales in Chicago, effective Dec. 12, was announced last week by Gordon Hayesan, western sales manager. Mr. Meskill has been western sales manager of Everitt-McKinney Inc., radio-tv station representative, in Chicago the past two years and previously was associated with O. L. Taylor Co. and United Television Programs. He succeeds Jack Donahue, whose appointment as Pacific Coast network sales manager for CBS Radio was announced earlier last week.

Judges to See KNXT (TV) Film

PRESIDING Judge William B. McKesson of Los Angeles Juvenile Court will show "Focus on Delinquency," a filmed documentary produced by KNXT (TV), to the Institute of Juvenile Court Judges meeting this week in Pittsburgh.

KNXT worked closely with Judge McKesson in filming the six part series, which was aired last summer. The films are also being shown to juveniles confined to Los Angeles County forestry camps and Juvenile Hall as part of their rehabilitation program.

Local Color on WNBQ (TV)

WNBQ (TV) Chicago, earmarked by NBC as the world's first all-color tv station, launched its first locally-sponsored color television program on a regular weekly basis with addition of the *RCA Color Theatre*. A series of 30-minute color "Cowboy G-Men" films premiered under sponsorship of RCA Victor Dist. Corp. of Chicago. WNBQ described it as "the first regularly scheduled commercial color television show to originate in Chicago."

KCEN-TV Revises Rates

KCEN-TV Waco-Temple, Tex., has issued a new rate card calling for a Class A one-hour charge of $300, which became effective Nov. 1. The NBC affiliate lists an increase of approximately 40% in viewers' sets since the last rate revision.

WMCA Plans New Offices

WMCA New York will move to new offices on the 13th floor of a building now being erected at 415 Madison Ave. and expected to be ready for occupancy next February. Nathan Straus, WMCA president, said the new offices will contain a special studio with a combination control-editing room for the production of the station's public service programs.

At the Scene

FIRST NEWS of the Brazilian revolt the morning of Nov. 11 was received by WSM-AM-TV Nashville's news room from a staff newsman, Howard Anderson, who was in Brazil at the time with the Cordell Hull Foundation and other members of a South American touring group. WSM said Mr. Anderson put through a call after flying from Rio de Janeiro to Sao Paulo, getting in ahead of other American news sources and giving the station a clean scoop. Later upon reaching Argentina, Mr. Anderson and Tennessee Gov. Frank Clement in an audience with provisional President Maj. Gen. Pedro Arumuro were told of plans to return the newspaper *La Prensa* to its original owners. WSM fed the news to AP which quoted Mr. Anderson in its dispatches.

Local, National Sales Rise On NBC Stations This Year

COMBINED LOCAL SALES of NBC-owned stations for the first 10 months of 1955 jumped 18% over the first 10 months of last year and national spot sales rose by 10% in the same period, it was announced last week by Charles R. Denny, vice president in charge of NBC-owned stations and NBC Spot Sales.

Based on station reports, Mr. Denny said that in October local sales on the five tv and five radio stations increased more than 18% over the figure of October 1954 and national spot sales rose more than 13%. Largest increases during October were made by WRC and WRC-TV Washington and by KRCA Los Angeles, he said.

Sponsorship of WGAR Show Pays Off for Cleveland Firm

SPONSORSHIP of a weekly radio show over WGAR Cleveland, Ohio, has paid off handsomely for a Cleveland real estate firm which previously had concentrated almost exclusively on newspaper advertising.

Within six months after taking over the Sunday morning program *Journey Into Melody* early this year, Bates & Springer Inc., reported 100% occupancy of the 3,000 rental units under its management.

Commercials used on the half-hour musical show on WGAR are aimed at selling service and reputation and occasionally vacancies. The commercials on the air sometimes are tied in with ads in Cleveland newspapers, such as: "For a more detailed description of this apartment, may we suggest you consult page xx of today's classified section in the (name of paper.)"

Snyder Named to United Post

APPOINTMENT of William L. Snyder as manager of United Broadcasting Co.'s middle western office in Chicago was announced last week. Before joining the station representation firm, Mr. Snyder served in an advertising capacity with Forjoe and Co. and was an account executive with Avery-Knodel and NBC.

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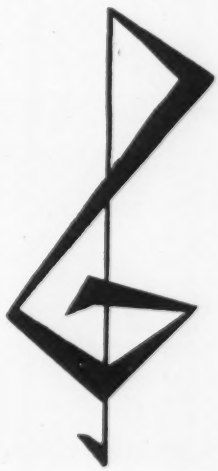

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THEY TELL ME I'M TOO GOOD TO HIRE

THIS is the story of what happens to a $20,000-a-year-plus broadcasting executive who suddenly finds himself without a job. It is one man's story, but it is by no means a singular happening. You may know of others in the same fix, or may have been or be in it yourself.

This man has over two decades of experience. He's under 45 and well known throughout the industry. He won't work for $50 a week, but he's not asking a king's ransom, either. Why can't he find a job?

Placement services and job-exchange forums are taking care of a fairly heavy turnover in the sub-executive field. But the executive who is used to making $15,000-$20,000 and up finds relocation tough if he's dumped on the job market. NARTB has considered the idea of an executive placement service, but hasn't gone beyond the informal and personalized business of suggesting names and places.

With the hope that this frank account may inspire some fresh appraisal of a difficult situation, B•T presents his story in full.

The names mentioned are fictitious; the incidents are true.

A TELEVISION station changes hands, a radio station is traded, a network hires a new management team from outside the industry, another network lays off one-fourth of its payroll. In broadcasting these are common occurrences and have a common result: They leave a wake of displaced persons jolted from executive jobs.

You can pity these poor D.P.'s. I know. I'm one of them.

In retrospect, I'm chagrined as I recall my blithe spirit. Managing a major market television station, collecting approximately $20,000 a year, I accumulated such things as a large home, cars, fur coats and an occasional speaking chore for the NARTB. Being one of the so-called pioneers, I had also accumulated, in the early years, a neighborhood of kids who came every evening to look at the only real live television receiver within blocks. In the preceding years, I'd grown up with radio, both at the local and the network level. In aggregate, I think it's fair to say that I'd achieved at least a small measure of prominence in the industry.

Then one day it was suddenly obvious that those annoying, and growing, differences of opinion were never going to be reconciled. I didn't exactly quit and I wasn't exactly fired. Clutching a fat severance check in my hand, I just wasn't there any more.

With some 20 years in the business to my dubious credit, I was aware that this was not an esoteric occurrence. It had happened too often to too many before. But this was personal and as the months have passed, it's become downright uncomfortable.

Over the years a number of wandering wonderers of broadcasting had come to me for aid and advice when they found themselves in similar circumstances. They were seldom the absolute upper echelon, but rather top personnel in programming and sales and occasionally in engineering. In many cases I'd been able to help them along their way. Now, finding myself footloose and very fancy free, I concluded that what had worked for them should work for me as well.

First, of course, must come the resume. I listed my attainments and/or sheer luck over the years. As a preface, the vital statistics from address to age, which, incidentally, is not unfavorable. Even culled down, the resume ran to three pages—off-set price $12—which I collated and stapled myself. Then, feeling quite cheerful again, I composed a form letter which wasn't too stereotyped. From the B•T YEARBOOKS, I compiled a list of operators who might have an opening for me, and a list of attorneys in the broadcasting field whose clientele might have its appetite whetted. For each, I typed the letter individually. And so, with several dollars worth of stamps, I found myself in a new business—the deadly enterprise of trying to get a job in the upper echelon.

And a month went by. During it, I chased down more false, or at least fruitless, leads than a dog has fleas. Far from discouraged, I still began to wonder whether success in broadcast management was perhaps a Pyrrhic victory—a sometime thing.

With the NARTB Convention in the offing, it seemed expedient that I run an advertisement of some kind in the trade press and then make myself conspicuous at the conclave. You may recall the ad—replete with box number and invitation for interview during the Convention. I received one reply—from a small operator in the midwest—and the resume was in the mail within a few hours. I never heard from him again.

Conventions are strange phenomena designed to further the exchange of ideas. They are also designed to provide a prolonged coffee break or, more aptly, a reasonable facsimile thereof. My business in Washington, however, was not to attend the meetings. Mine was to circulate in the halls and the rooms where the reasonable facsimiles were in progress. Object: matrimony. I had to romance some angel into keeping me in the style to which I had become accustomed.

If I learned nothing else during those four days, I learned this: friends and acquaintances, being usually at the same level, have nothing to offer but solace and advice. Some of my friends turned out to be no more than acquaintances. Most of them were sincere, but their reaction was much the same as that of Jack Henry.

"Sure you're good," Jack said. "But what can I do? I can't hire you unless I give you my own job which I'm obviously not going to do."

"All right," I countered, "how about being your assistant, or can you find an opening in programming or sales?"

"Let's face it squarely—I wouldn't dare. Most of these other fellows won't be as frank, as honest as that. But every one of them feels the same about bringing in a man with your background and capacity. It's roughly equivalent to building a booby trap for myself—and I'm no Frankenstein." He looked at me sympathetically. "You know," he added, "you're in a helluva fix

and what I just said is a helluva note, but it's the truth. Look! I'll write letters for you, I'll phone people for you, but I'm damned if I'll maneuver myself into a position where the boss might—just might—decide that you're better than I am! God, man, next year in Chicago, we'd be vice-versing this conversation! Sorry. Got a meeting with the reps. I'll call you." And he was off.

Walking through the endless corridors of the Sheraton Park, I realized that my hopeful plans for the Convention were chimerical at best. Other talks with other men had brought much the same results without the gaunt honesty. I tried to see the top brass in two of the more prominent group operations. From one I received not even an acknowledgement; from the other a note to the effect that he was familiar with my qualifications but that there was nothing available and an interview would be fruitless. Similar responses were manifold.

On the last afternoon, while everybody was bustling for a train or a plane, I ran into Larry, whom I'd known for some 20 years. He'd just gotten a final grant, he said, and he needed a guy who knew all the angles of the tv business. So how about it—he'd be manager and I'd be operations manager. Just name my price, except of course, remember it's a small market. Name my price and I had a job that very minute.

The day before, one of the trade writers had told me that his book did a recent survey and the statistics were that the average stipend of a tv-manager is $18,000 annually. That's for the birds—I know it now. For in writing to Larry, I went considerably below that "average" figure, recognizing that though I might have to do the work, I wouldn't have the title. Each of Larry's replies pointed toward a lower figure, but not once did he suggest what that figure should be. Finally, there was no reply from him and the case was closed.

Actually, this is the crux of the frustration—the people to whom you write or talk simply do not come up with a figure. They want to know your salary requirements. Yet what kind of salary requirements can a jobless man have? How much does the job pay, you ask, and the riposte is the same—how much do you want? You try not to be greedy and you also try not to sound silly. You give a figure and that is the last you hear of it. Later, concluding that collective bargaining is a figment of imagination only, you quote nothing specific only to have your prospect become adamant in the conviction that he can't afford you.

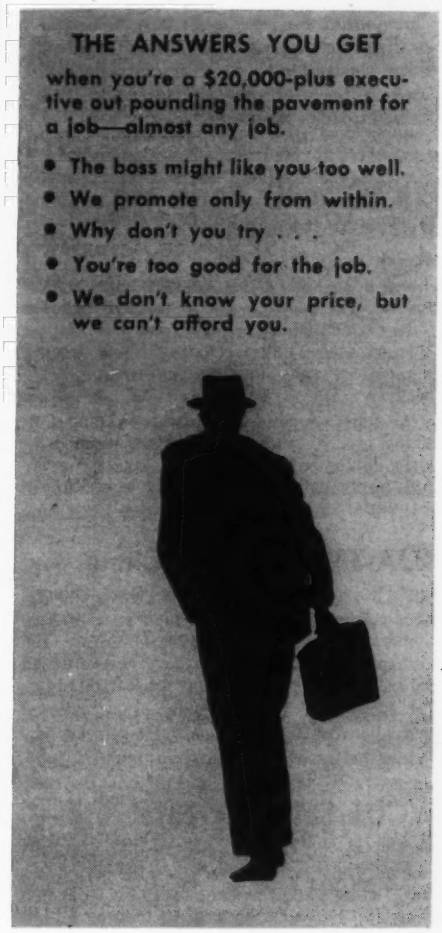
Three months later I was chatting with a friend of mine in one of those little bistros on 52nd St. "You won't believe this," I told him. "Sylvester Smith's looking for someone to pull those three tv's out of the red. I insisted that I'd take it at any price, but he refused point blank. Said I wouldn't be happy with that kind of money—three stations, friend, ten thousand!" I waited expectantly for the look of amazement on his face. It didn't materialize.

"I can go you one better," he remarked. He referred to a millionaire's son who'd recently started buying up properties helter-skelter. "He's dropping around twelve grand a period. He's looking for a doctor, too. You think's ten thousand's a little undernourished for three tv's? He's got tv's plus am's. His figure's eighty-five hundred." My friend finished his drink and started out.

"I've got a girl in college," he said, "and I'd have taken it in the hope that it could be developed. Talk about you! He insisted I couldn't work for that kind of money. Anyway, he said, I'm too old. I'm 42."

So I became an avid student of the Help Wanteds. It was a rare sales or programming job that I could handle that I didn't go after only to find that mine was "not exactly the type of background required." As Jack Henry had pointed up for me, it wasn't the type so much as the amount of background that created the problem.

Veering in another direction, I found that the placement services have little to extend. They are adept at finding slots for the lower echelons but apparently are less successful in the semi-stature brackets.


THE ANSWERS YOU GET
when you're a $20,000-plus executive out pounding the pavement for a job—almost any job.
• The boss might like you too well.
• We promote only from within.
• Why don't you try . . .
• You're too good for the job.
• We don't know your price, but we can't afford you.

You reach the point where you can figure out every whodunit in its first five minutes on the air. You read "The Tontine" in two days flat. You play gin with your wife with the same intensity you used to devote to landing a $50,000 deal. And you wait.

In New York and Chicago, you get the same polite brushoff. They accede that you've certainly had enough experience to warrant consideration, but just at the moment . . .

In a major southern city, you spend three days maneuvering, leave with the conviction that it's in the bag, only to hear a week later that some other fellow in a similar fix got it in your stead. You're given no rhyme, no reason for the choice.

In Washington the other day I bumped into Claude Swanson. His background roughly parallels mine and I knew that several months before he, too, had become a DP. "Find anything?" I asked.

"Hell," he replied, "I went into business with my father-in-law. I looked for about three months but I couldn't hold out any longer. My Congressman was no help. The lawyers I know here in Washington dug up some leads for me but I couldn't jell anything." He named two other colleagues who had moved on to other fields. "It looked like the handwriting on the wall," he said, "so now I'm in the lumber business. But I can't kid myself. I miss the elation—and the depression—of running a station, the odd hours and strange meals. The only things I don't miss are those mid-day martinis." He paused reflectively. "You know, I think I've missed about 20 years, too. Or at least I've lost them."

Another two months have passed since I talked with Swanson, and they have been months of frustration and sometimes of utter dismay. When the phone rings, I jump; the sound of little feet is the thud of a herd of buffalo; and if Congress doesn't do something about that bulk postal rate, I'm sure to throw away a bona fide offer by mistake one of these days.

Oh, there have been bits of ironic humor over the weeks, and there have been helping hands, usually from the least expected sources. But the grim reality is that the humor has done little to lighten the strain and the helping hands proffer only contacts, not jobs.

I have been told by many owners that their policy of promotion from within is inviolate. There can be no question of its merit; indeed, I practiced it myself over the years in every possible instance. Yet I know that men such as myself have much to offer existing ownership in the way of a fresh approach, of diversification of thought and experience. And it's occurred to me that our industry, as a group of individual investors rather than as a group of operations, should awaken to the fact that in many instances its natural resources of executive manpower can be eroded by brooding and frustration, depleted by neglect and disuse, and diverted to other fields by necessity and default.

I am not licked, for I am one of the fortunate ones. There's still a little capital left and I have the unalterable conviction that if I continue to pursue every lead, sooner or later I'll be at the right place at the right time. I know, too, that every man in the twenty - thousand - and - up bracket doesn't find himself in such a vortex, but over the years it has happened to many and they have survived. So here I am, beat up but unbowed.

Some time ago I had occasion to entertain a former network president two or three weeks after a political shuffle dealt him out. Prior to that assignment he'd been president of a large manufacturing concern and in an active executive capacity with one of the major war-time entertainment efforts.

"I have a son who makes a hundred a week," he told me. "He has nine offers at more money right now. Nine! And do you know that I can't get a job?!"

He can say that again. And again.

KYME Boise, Idaho, Plans To Go on Air Wednesday

KYME Boise, Idaho, plans to go on the air Wednesday, operating on 740 kc and broadcasting with 500 w on a daytime only basis.

Studios and offices of KYME, to be exclusively a music and news station, are located in the Hotel Boise, and transmitter and tower have been placed four miles west of the city on U. S. Highway 30. Coverage of the new station will include an estimated 200,000 persons in the Boise Valley ranging from Vale, Ore., on the west to Mountain Home on the east.

Roger L. Hagadone, former general manager of KJRL Pocatello, Idaho, is president and general manager of KYME; Richard K. Mooney, vice president; Bert Godfrey, program director, and Martha Godfrey, traffic director.

WSFB Begins Broadcasting

WSFB Quitman, Ga., began programming on 1490 kc with 250 w Nov. 4 from studios in the Citizens National Bank Bldg. Gates equipment is used throughout.

The independent is owned by Emerson W. Browne, Kissimmee, Fla., and Grady Cooper Jr. is general manager. WSFB's format features music, news and sports.

Rollins Sales Increase

NATIONAL sales for the five radio stations that comprise Rollins Broadcasting Inc. show a 68% increase during the first six months of 1955 in comparison with the same period last year, it was announced by Graeme Zimmer, national sales director.

Stations owned by Rollins include WRAD Radford, Va.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J., and WAMS Wilmington, Del.

KOWL Reports Record Billing

OCTOBER billing of KOWL Santa Monica, Calif., was the highest in the eight-year history of the station and showed an increase of more than 32% over the same period in 1954, according to George Baron, station president. Mr. Baron reported that third-quarter figures also reveal that national advertising has increased more than 500%, with a total of 67 national and regional accounts using KOWL during 1955.

KBIG Sales Up 21%

KBIG Catalina, Calif., income for the first nine months of 1955 shows a gain of 21% over the first three-quarters of 1954, and higher than any previous similar period in the station's history, according to a station announcement.

NEWLY-APPOINTED officials of WCPO Cincinnati are all smiles as they take over their respective posts. Colin Mack (seated) is the station's new director of radio; Bill Dawes (l), program director, and Bob Rietman, sales manager.

WKTQ South Paris, Me., Starts With 15½-Hr. Schedule

WKTQ South Paris, Me., went on the air with a 15½-hour daily schedule, the station reports. The 1450 kc. 250 w outlet is licensed to the Oxford Broadcasting Corp., with Gerald T. Higgins and Elden (Denny) Shute serving as president and vice president-treasurer, respectively.

The station is housed in a new building containing offices, studio and control room with Gates equipment. The station is on the air 15½ hours daily featuring local news, music and sports.

KOA-TV Sales Still Climb

LOCAL revenue for KOA-TV Denver in October continued at the same high pace of September, when billings were 83% above the corresponding month last year, according to William Grant, president and general manager. Mr. Grant said that "virtually every national spot advertiser is represented." He said 22 new and renewal program sales were signed.

WCUE Sales Increase

WCUE Akron, Ohio, reports October national spot sales up 135.11% over the same period last year. Total station revenue for the independent is up 18.17% over the first 10 months of last year, according to Tim Elliot, WCUE president.

Total station billings for October increased 29.44% over last year with local sales up 5.34% and regional 78.87%.

WNBQ (TV), WMAQ Tell Pre-Christmas Sales Plan

SALES plan especially designed to spur pre-Christmas buying and provide radio-tv advertisers with saturation schedules was announced by WNBQ (TV) and WMAQ Chicago.

WNBQ is offering advertisers who purchase a weekly minimum of 15 a 50% discount on all station breaks and 60-second spots within the 1-6 p.m. Sun.-Fri. slot. WMAQ is giving advertisers an immediate 60% discount on 10 or more 60-second spots and/or breaks per week, with breaks scheduled between 1 and 4:15 p.m. and 8 and 11 p.m. Mon.-Fri. and spots between 1 and 2:30 p.m. Mon.-Fri.

WICC Reports Record Quarter

WICC Bridgeport, Conn., has reported that its third quarter of 1955 was the highest quarter in advertising sales in the station's 29-year history. Manning Slater, vice president in charge of sales, said the third quarter "is normally the poorest selling period of the year," yet figures showed a 45.5% gain in local sales, a 55.6% jump in national sales, while network sales dropped 47.3%. The station reports that it carried 414 accounts in the quarterly period as compared to 309 accounts for the third quarter last year.

WWJ Local Sales Up 51%

LOCAL billings for WWJ Detroit were up 51% for first nine months of 1955, Robert J. McIntosh, WWJ sales manager, has reported. He also said that the station's national billings have increased 7% over the same period in 1955.

KFSD-TV Sales Rise

OVERALL sales at KFSD-TV San Diego, Calif., have shown an increase of 58.8% for the first 10 months of 1955 in comparison with a similar period last year, according to General Manager William E. Goetze.

WKVA Drops Affiliation

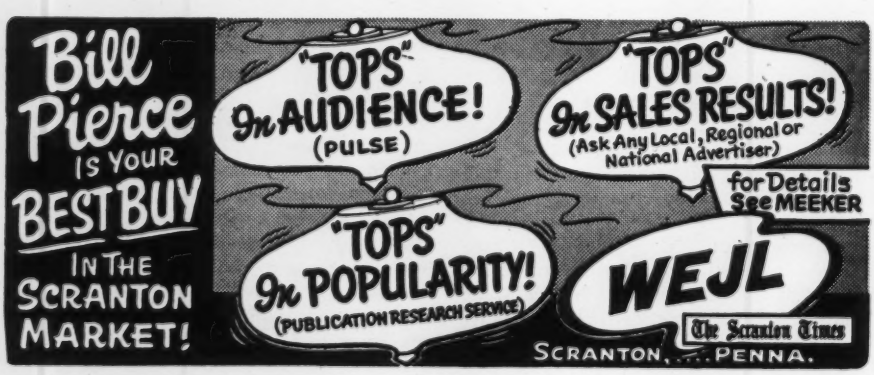
WKVA Lewistown, Pa., has dropped its ABC affiliation and will emphasize news and music programming, according to Robert L. Wilson, owner-manager. Four disc jockeys and two newscasters participate in the station's new format, with weather reports, time checks and temperature readings being aired five and six times an hour.

WMVA Dedicates Tower

WMVA-AM-FM Martinsville, Va., held dedication ceremonies for its new 408-ft. tower, with Virginia Gov. Thomas B. Stanley, as principal guest. Gov. Stanley presented the NBC-affiliated station with a "Service Citation of Merit" for its "outstanding service in behalf of Civil Defense." NBC radio-tv newscaster Morgan Beatty also took part in the ceremonies.

WMIC Building Begun

CONSTRUCTION has begun on a building for WMIC Monroe, Mich., to house combined studios, transmitter and offices. New station, authorized for 500 w daytime on 560 kc to Charles S. McIntyre, plans to go on the air early in 1956, according to General Manager Les Dana. A. R. Ditter is WMIC engineering consultant and George Stearns is chief engineer.



Avery-Knodel Study Shows Value of Daytime Spot Tv

IMPORTANCE of daytime spot television—and the growing use of it by national advertisers—is pointed up in a special presentation by the television division of Avery-Knodel, station representation firm.

The study, being sent to advertisers and distributed by Avery-Knodel salesmen to advertising agencies, cites research data to show the potential of daytime spot television in terms of audience composition, cumulative audience, and time costs.

It also reports that on 13 stations represented by Avery-Knodel ("The only ones shown both in May 1954 and May 1955 in Rorabaugh Reports" on spot advertising), the number of daytime campaigns conducted by national spot advertisers rose 46% for a week in May 1955 compared to a week in May 1954 (up from 147 to 215); the number of daytime commercials gained 63% (from 411 to 669), and the number of daytime programs sponsored by national spot advertisers increased 228% (from 14 to 46).

WNAC-AM-TV Boston Holds Progress Report Meeting

PROGRESS during 1955 in the fields of programming, public services, sales, promotion and advertising was reviewed at a meeting Nov. 20 at WNAC-AM-TV Boston, attended by station employes, executives of the Yankee Network, and H-R Representatives staff members from New York and Chicago.

Norman Knight, WNAC executive president and general manager, told of merchandising and promotion facilities now available to clients and announced the addition of Ed Pearle to the sales promotion department and Ruth Selvano and Ruth Ann Faber to the publicity staff. The new WNAC-TV rate card was distributed for the first time.

WICE Back to Full Power

WICE Providence, R. I., has returned to full power at 1290 kc after more than a year of emergency operation necessitated by the destruction of the station's tower, building and transmitting facilities by Hurricane Carol in August 1954. On Oct. 8, 1954, WICE returned to the air with emergency equipment. More than 10 miles of wire, new antenna and transmitting facilities now have been installed.

"Good morning, gents. Been listening to the 'All Night Club' on KRIZ Phoenix?"

WAVE Announces Sales Plans At Client, Agency Luncheon

WAVE Louisville, Ky., presented its sales plans for NBC's *Weekday* and the "Dial 970" program group at a luncheon in the Seelbach Hotel Nov. 10. Ninety guests, representing clients and agencies were present.

Toastmaster LaVell Waltman, WAVE sales manager, gave plans for utilizing *Weekday* cutaways and explained that "Dial 970" is a coordinated group of programs at various times from 6 a.m. to midnight designed to exploit the station's spot on the dial.

KGGM Again Sues for Taxes

KGGM Albuquerque, N. M., has filed a second suit against the New Mexico revenue bureau and the City of Albuquerque, seeking return of about $1,800 in emergency school taxes levied by the state and $545 in amusement taxes levied by the city. The taxes are claimed to be unconstitutional because the station operates in interstate commerce. KOB Albuquerque recently lost an appeal to the U. S. Supreme Court from a state Supreme Court petition holding KOB liable to state-imposed school taxes levied on local revenues of broadcast stations.

Jorgensen KGST-KMAP V. P.

WALLY JORGENSEN, veteran San Joaquin Valley, Calif., radio station salesman, has been named vice president in charge of sales for KGST Fresno, Calif., and KMAP Bakersfield, Calif. The latter station is scheduled to go on the air this week.

Mr. Jorgensen has been associated in the past with KRDU Dinuba, KNGS Hansford, and KBIF Sanger, all California.

STATION SHORTS

Quality Radio Group has moved N. Y. headquarters from 509 Madison Ave., to larger offices at Berkshire Hotel, suite 710, 21 E. 52d St., N. Y.

WFIL-TV Philadelphia has established new specifications for black-and-white slides in effort toward maximum quality for ad messages. Station specifies shade density for highlight, lowlight and intermediate areas of slides and will send requirements on request.

WDVA Danville, Va., has broken ground for new building at site of present transmitter on Route 58. Broadcasting from new building is set for June 1956.

KWFB Hollywood has started 24-hour operation featuring hourly news.

KING-TV Seattle has installed new GE color film and slide projection equipment.

KEX Portland completes plans for 24-hour music and news programming with recent scheduling of *Al Davis Show* and *All-night Al* in night and morning hours.

REPRESENTATIVE SHORTS

Burke-Stuart Co., radio-tv station representative firm, announces move of its Chicago office from 75 E. to 35 E. Wacker Drive.

REPRESENTATIVE PEOPLE

Fred D. Adair Jr., account executive, Richard Nelter Adv. Agency, S. F., appointed manager, S. F. office of Headley-Reed Co., national radio-tv representative.

STATION PEOPLE

David Kaigler Jr., formerly vice president for radio - tv, Adrian Bauer Adv. Agency, Philadelphia, appointed general manager, WPFH Philadelphia. He was production director for WCAU-TV Philadelphia.

MR. KAIGLER

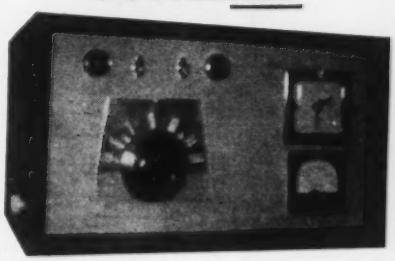
Ralph Henry, formerly sales manager, KNCM Moberly, Mo., appointed station manager, KRAY Amarillo. **Ken L. Sibson,** WFAA Dallas program director, to KRAY sales staff. **Don Hodges,** KAMQ Amarillo, to KRAY as salesman-announcer.

Gil Lee, special representative in sales and promotion, KBTV (TV) Denver, appointed assistant to general manager. Before joining KBTV in October, he held executive positions in San Diego and Phoenix, Ariz., stations.

MR. LEE

Richard Anderson, KOVR Stockton, Calif., assistant chief engineer, to chief engineer of that station.

CONELRED



Have you been missing alerts——
Here is the most popular Conelrad system today.
Here is the Conelred unit that will operate every time.
Built by Yankee ingenuity—Replaces haywire erratic systems.
It Flashes a RED light upon receipt of an alert.
A clock indicates the time of the alert.
A bell will ring. It may be switched off if desired.
The loudspeaker of the receiver will come on if desired.
The unit is complete. Nothing else to buy.
Just plug it into 115v ac. It takes only 60 watts.
The receiver is a 6 tube tuned RF for super sensitive long range.
It tunes 540 Kcs to 1650 Kcs plus CD frequencies. Dual tubes in critical positions. Three gang condenser.
It is designed to operate continuously.
Well ventilated unit. Cabinet measures 10x17x13 inches. Mahogany color. Shielded.
A meter indicates correct tuning.

Price is $119 plus freight.

Conelred Products
Penacook, New Hampshire

Freeman W. Cardall, business manager, WBAL-AM-TV Baltimore, Hearst-owned stations, appointed executive assistant to D. L. Provost, vice president-general manager of radio-television division of Hearst Corp. Mr. Cardall's expanded responsibilities cover WISN-AM-TV Milwaukee.

Michael Rastovich, staff engineer, KPTV (TV) Portland, Ore., to KLEW-TV Lewiston, Idaho, as chief engineer.

Earl Rast, KANG-TV Waco, Tex., to KFSD-TV San Diego sales staff.

John Murphy, announcer, KMAK Fresno, Calif., to KBIF Fresno as account executive.

John White, formerly with the Dorsey Bros. orchestra, to WDBJ Roanoke, Va. music department. **Joe Mastin** to WDBJ-TV sales staff as account executive.

Jerry Wagner, formerly record librarian at WMCA and WNEW New York, to WBBM Chicago in similar capacity.

Jim Whipley, news editor, KWBE Beatrice, Neb., to KFOR Lincoln, Neb., news staff.

Jerry Doggett, public relations director of the Dallas Eagles baseball club, to WFAA Dallas as sports announcer.

Robert E. Clary, discharged from U. S. Army, to WLPO LaSalle, Ill., as staff announcer.

Ted Royce, WBBF Rochester, N. Y., to WPAC Patchogue, N. Y., as continuity director.

Paul Lincoln Smith to WCTC New Brunswick, N. J., announcing staff. **Buck Matthews,** WCTC announcer assigned to two-day *Weekend* program as roving reporter, replacing **Ray Wilson,** resigned to join WRCA New York as roving newsman on Bill Cullen morning show.

Robert Rachlin and **Robert Lockwood** appointed to announcing staff, WNHC-AM-FM-TV New Haven, Conn.

Norm Spaulding, manager of record department, Gamble Hinged Music Store, Chicago, signed for once-weekly disc jockey program on WGN Chicago.

John Bendik, store manager, Robert S. Atkins Clothing Co., S. F., to KSFO San Francisco sales staff. **Robert Burris,** General Photo Inc., S. F., also to KSFO sales.

Jerry Lawrence, WLYN Lynn, Mass., and **Jack White,** WBMS Boston, to WTAO Cambridge, Mass., sales staff.

Henry Clark, staff announcer, WTRY Troy, N. Y., to WEOK Poughkeepsie, N. Y., in same capacity.

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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

SEVEN YEARS AGO these men were on the staff of WCCO, then the CBS-owned station in Minneapolis. They are shown at a dinner party reunion staged in New York by CBS-TV Vice President Merle Jones (c, top row), who was WCCO station manager back "in the good old days." L to r (with titles they held with WCCO in 1948 indicated in parentheses): seated, Tom Dawson (sales manager), CBS-TV general manager of network sales; Gene Wilkey (program director), manager of CBS-owned KMOX St. Louis; Carl Ward (sales promotion manager), general manager of CBS-owned WCBS New York; standing, Harvey Struthers (salesman), general manager of CBS-owned WEEI Boston; Al Harding (salesman), CBS New York account executive in network sales; Mr. Jones; Sig Mickelson (news director), CBS vice president in charge of news and public affairs, and Tony Moe (sales promotion director), New York account executive for CBS Television Spot Sales.

Sylvia Davis, formerly with Brent Gunts Productions, Washington, D. C., to WFMY-TV Greensboro, N. C., promotion department.

Bob McKinnon, program director, WRFS Alexander City, Ala., to KTKT Tucson, Ariz., in charge of news, country and western programs.

Mary Ann Fariss to KTVQ (TV) Oklahoma City promotion department.

Merelyn Tate, vocalist, WBBM-AM-FM-TV Chicago, to WJAR-TV Providence, R. I., as hostess on daily *Breakfast Show*. **Phil Saltman,** organist-pianist, also to *Breakfast Show*.

Walter Gerard Bottorff, WHAS Louisville, Ky., to WEEI Boston as continuity editor. He directed WHAS' *Squad Car* program which won 1955 DuPont award.

Robert Horan, news editor, WTAM-AM-FM-WNBK (TV) Cleveland, Ohio, appointed news editor for Charleston, W. Va., studio of WSAZ-TV Huntington, W. Va. **Marjorie Skelton,** former speech instructor, Marshall College, Huntington, W. Va., to WSAZ-AM-TV, as publicity assistant.

Hugh Rutrough appointed to WDBJ-TV Roanoke, Va., engineering staff as audio engineer. **Elizabeth Pettry,** public relations director, Roanoke Community Fund, to WDBJ-TV as continuity writer. **Sybel Ennis** named secretary to promotion director, WDBJ-TV.

Rex Rucker, announcer, WKOW-TV Madison, Wis., to WEAT West Palm Beach, Fla., announcing staff.

John H. Lerch, educational station WOSU-TV Columbus, Ohio, rejoins Army Overseas Affairs Div., in Tokyo as radio scriptwriter.

Lilyan M. Alspaugh, lecturer-authoress, to WKRC-TV Cincinnati as director of community relations.

Phil Stevenson, N. Y., actor, to WDSU New Orleans as announcer.

Alex Sullivan, WEAN Providence, R. I., to announcing staff of American Forces Network in Nurnberg, Germany.

Alan Herbert of St. Albans, N. Y., recently returned from Korea duty, to WLWD (TV) Dayton, Ohio, as newsman.

Herb Koster, with WGY Schenectady, N. Y., since July as summer replacement, appointed to station's announcing staff.

Nancy Pritchard, KUSD Vermillion, S. D., to KEX Portland, Ore., as secretary and publicity writer.

Tom Parrish to KXLF-TV Butte, Mont., as time salesman; **Pearl Peterson,** to KSL-TV Salt Lake City film department; **Ruth Bastone** to WIOU Kokomo, Ind., as copywriter; **Jan Damrow** to WOC-TV Davenport, Iowa, as writer; **Howard Ely** to KRDO-TV Colorado Springs, Colo., as projectionist, and **William Nastiuk** to KIDO-TV Boise, Idaho, as floorman-cameraman. **Earl Dreiman** to WTVH-TV Peoria, Ill.; **Richard Hampe** to WEEK-TV Peoria as floor director; **Paul Oldenberg** to KLOG Kelso, Wash., sales department, and **Frank Slachetka** and **Howard Gregory** to KWWL-TV Waterloo, Iowa. All are graduates of Northwest Radio & Television School, Portland, Ore.

Palmer's Primers

CLYDE E. PALMER, multiple station owner, is sponsoring publication of the *Golden Rule Series*, a set of readers for the fourth, fifth and sixth grades. The readers are designed to help school children to discover for themselves the moral, spiritual and human relations values. The Palmer broadcasting properties include KCMC-AM-TV Texarkana, KWFC Hot Springs, KAMD Camden, KELD Eldorado and KVMA Magnolia, all Arkansas.

Van Patrick has been signed to three-year contract to broadcast Detroit Tigers baseball games. He has been broadcasting Tiger games since 1952.

Helen Parkhurst, educator-child psychologist, readying new radio series, *Growing Pains,* to be presented by all Westinghouse Bcstg. Co. stations, beginning early December.

Howard Miller, Chicago freelance disc jockey, signed by WBBM-TV Chicago for new *Howard Miller Presents* program under sponsorship of Nelson Bros. Furniture Co., Chicago through Gordon Best Co., that city.

Gerri Ash Bronk, WKFJ Pittsburgh, Pa., to KGMB-TV Honolulu continuity department.

Skeeter Bonn, entertainer on *Midwestern Hayride* at WLW and WLWT (TV) Cincinnati the past two years, has resigned.

Sig Sakowicz signed by WJJD Chicago for Mon.-Fri. commentary-record program.

Charles H. Crutchfield, executive vice president-general manager, Jefferson Standard Bcstg. Co. (WBT-WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.) appointed to national radio committee for Brotherhood Week in February 1956, sponsored by National Conference of Christians and Jews.

Larry Haeg, general manager, WCCO Minneapolis-St. Paul, named chairman, Hennepin County U. S. Savings Bonds committee.

Fortune Pope, president of WHOM-AM-FM New York and publisher of *Il Progresso Italo-Americano,* awarded journalism Master of Arts degree from Rome's International U. of Social Studies. At same time, Mr. Pope dedicated chair of journalism at university, honoring his father, the late Generoso Pope.

Edward Lamb, publisher-broadcaster (WIKK-WICU [TV] Erie, Pa., WMAC-TV Massillon, Ohio, WTOD-WTRT [FM] Toledo, Ohio, and WHOO-AM-FM Orlando, Fla.) elected chairman of board of Air-Way Industries Inc., holding company. Among Air-Way subsidiaries is water heater company.

Allen Wannamaker, general manager, WBIG Greensboro, N. C., elected vice president, Advertising Club of Greensboro.

James H. Connolly, vice president and general manager, KGO-AM-TV San Francisco, named chairman, tv department, San Francisco Advertising Club.

Jo Ranson, publicity director of WMGM New York, appointed to public information committee of Brooklyn (N. Y.) chapter, American Red Cross.

Hugh A. L. Halff, owner, WOAI-AM-TV San Antonio and president of Southland Industries Inc., appointed to board of National Milk Bowl, youngsters' annual football benefit.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected president of American Horticultural Council.

Charles Day, WGAR Cleveland news director, elected president, Downtown Cleveland Kiwanis Club.

Robert W. Ferguson, executive vice president-general manager, WTRF-TV Wheeling, W. Va., elected to board of directors and executive committee of Wheeling Symphony Orchestra.

Dud Cason, KMMO Marshall, Mo. farm director, elected president of Missouri Society of Farm Directors and Rural Appraisers.

Russ Van Arsdale, staff announcer, WJAR-TV Providence, R. I., named state chairman of the Muscular Dystrophy fund-raising campaign for Rhode Island.

Alan Fredericks, announcer, WABJ Adrian, Mich., married to Natalie Levinson, N Y.

Arthur Woldt, news director and morning man, WKRT Cortland, N Y., father of girl, Jana Carol.

Bill Powell, disc jockey-public service director, WILY Pittsburgh, father of boy, Gerald Anthony.

Dick Lane, KTLA (TV) Hollywood, won *Tv Guide* Sportcasters (harness) Race for second consecutive year.

Sam Zelman, director news and newsfilm operations, KNXT (TV) Hollywood, married to former Val Kalzume.

David Taft, executive vice president, WKRC-TV Cincinnati, Ohio, father of girl.

Dick Jayson, announcer, WHLI Hempstead, L. I., father of a girl, Kim.

Richard Bott, manager, KSAN San Francisco, father of boy.

Mike Sands, personality, WGBB Freeport, N. Y., father of son, Michael Ries.

Joe Dougherty, account executive, WPTZ (TV) Philadelphia, father of boy, David Robert.

Joan Beckwith, KGMB-TV Honolulu producer, and **Wayne Collins,** KGMB-TV news director, married Nov. 12. **Frank Valenti,** KGMB-TV sports director, father of son, Patrick.

Marilyn Eleanor Barnett, KBIG Catalina, Calif., Long Beach Coast Area office manager, married to Ronald Roy Smith, Nov. 25.

Stool Pigeons

NEW YORK tv stations' programming heads may well curse the day when independent WNEW's two early-morning d.j.'s, Gene Klavan and Dee Finch, started telling their listeners the plots of the late, late tv dramas. The team is currently involved in giving away the thrilling endings to the Charlie Chan epics; revealing the murderers in the psychological dramas, and informing their fans whether tonight's chapter will see the dying girl receive her sorely-needed, precious life-saving serum. This, according to the duo, not only constitutes a public service, but will also allow New Yorkers to get to bed earlier at night so that they can wake up fresh and early the next morning to catch—guess who?

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BMI
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CHRISTMAS OPEN HOUSE
A Full-Hour Holiday Variety Show
THE NIGHT BEFORE CHRISTMAS
Half-Hour Dramatic Narative
THE WORLD'S BEST LOVED CAROLS
By the greatest choirs and choruses (Half-Hour)
A CHRISTMAS MASTERPIECE
How Handel wrote the great "Messiah" (Half-Hour Dramatic Narative)
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10, 30 and 60-second breaks for all purposes
2,000 YEARS OF CHRISTMAS
The Story of Christmas Customs
CHRISTMAS STORY BOOK
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

19 in Radio, Tv Announced Christophers Award Winners

NINETEEN awards to radio-tv writers, producers and directors by The Christophers are being announced today (Monday) in the religious movement's semi-annual Christopher Awards presentation.

Singled out in radio and television for having used "their God-given talent in a constructive way to produce high quality family entertainment" are:

Producer-director Ozzie Nelson, associate producer Leo Pepin and writers Dick Bensfield, Perry Grant and Don Nelson for the April 1 telecast of ABC-TV's *Ozzie and Harriet;* producer David Susskind, director Paul Bogart and writer Anne Howard Bailey for the May 25 telecast of NBC-TV's *Armstrong Circle Theatre;* producer Martin Manulis, director John Frankenheimer and writer Robert Dozier for the Aug. 25 telecast of CBS-TV's *Climax!*

Also, producer-director Check Vincent and writers Judith and David Bublick for the May 8 broadcast of MBS' *Keep Healthy;* producer Joseph O. Meyers and writer Sumner Weener for the May 22 broadcast of NBC Radio's *Biographies in Sound;* and producer-director Max Hutto and writer Phil Leslie for the Sept. 6 broadcast of NBC Radio's *Fibber McGee and Molly.*

BMI to Award $9,500 To Student Composers

A FIRST PRIZE of $2,000 and nine additional prizes totaling $7,500 will be given to winners of the fourth annual Students Composer Radio Awards by Broadcast Music Inc. and BMI Canada Ltd. Students from music schools, colleges, conservatories and secondary schools in both the U. S. and Canada are eligible.

The contest was established in 1951 by BMI in cooperation with state associations of broadcasters, music educators and composers, and will close Feb. 15, 1956, when a panel of composers, publishers and musicologists begins screening candidates. The prizes, to be applied for tuition and subsistence for further study, will be awarded June 1, 1956.

'Mike' Judges Announced

JUDGES for the 1955 *McCall's* magazine's "Mike" awards [B•T, Oct. 17], to be presented next April at the Boston convention of the American Women in Radio & Television, were made public last week by the magazine's editor and publisher, Otis Lee Wiese. They are: Mrs. Bea Johnson, 1953 winner from KMBC Kansas City, representing AWRT; Mrs. Jean Wade Rindlaub, vice president, BBDO; Mrs. Lorena B. Hahn, U. S. representative on the U. N. commission on the status of women; Dr. Anna Hawkes, national president, American Assn. of University Women, and Mr. Wiese.

'55 Sylvania Tv Awards Set

FCC COMR. George C. McConnaughey will speak at the Sylvania Television Awards dinner in New York this Tuesday, Don C. Mitchell, chairman and president of Sylvania Electric Products Inc., announced last week. This will be the fifth straight year for the awards presentation, which recognizes the advancement of creative techniques in tv. Nominations, made by a panel of field critics are being considered by a committee of judges headed by Deems Taylor, composer, critic and author.

REGE CORDIC, KDKA Pittsburgh disc jockey, has been nominated by Pittsburgh Junior Chamber of Commerce as the city's entry in a national Jaycee competition to select the nation's "Outstanding 10 Young Men for 1955." He is shown (l) receiving an award of merit from Jack Henderson, president of Pittsburgh Jaycees.

Conference Sets Deadline For Its Awards Nominations

NOMINATIONS for media awards presented annually by the National Conference of Christians and Jews close Dec. 1, Harold E. Fellows, NARTB president and general media chairman of Brotherhood Week, announced last week.

The human relations awards recognizing outstanding contributions in all divisions of mass communications media will be made during the week of Feb. 19 by a special judges panel in 12 categories, including advertising campaigns, radio and tv programs. Nominations must be accompanied by some visible proof such as tearsheets, scripts, tape recordings or kinescopes. Forms may be obtained from the National Conference at 43 W. 57th St., New York 19, N. Y.

Radio-Tv Women Honored

TRIBUTE to women in the radio-tv industry was paid last Wednesday at a special luncheon co-sponsored by the Radio & Television Executives Society and the American Women in Radio & Television at the Hotel Roosevelt in New York.

Robert Burton, president of RTES and vice president of BMI, served as toastmaster for the occasion. Speakers included Jane Dalton, president of AWRT and women's director of WSPA Spartanburg, S. C., and actress Anne Jeffreys. Male executives were admitted to the luncheon if accompanied by a secretary.

WAMS Public Service

FIRST anniversary of *Delaware Lifeline,* public service program of WAMS Wilmington, was commemorated with a luncheon in Wilmington's Hotel Rodney. Leaders in the fields of government, education, religion and law enforcement were honored.

Lifeline, devoted to character development and good citizenship, is aired twice daily and gave more than 500 broadcasts in its first year. Representatives of the 116 agencies who have participated in the program presented its creator and moderator, Tim Crow, with a certificate for "oustanding public service."

Foundation Announces $500 Radio-Tv '55 Award

OUTSTANDING 1955 contribution in radio and television will receive a $500 award from the Sidney Hillman Foundation, established in memory of the late president of the Amalgamated Clothing Workers of America (CIO), the foundation announced last week.

Awards will also be presented in daily and periodical journalism, labor journalism, fiction, non-fiction, drama and motion pictures. Radio-tv entries must have been produced under professional auspices during 1955. Entry deadline is Feb. 1, 1956, and should be mailed to Sidney Hillman Foundation Inc., 15 Union Square, New York 3.

AWARD SHORTS

Ken Lomax, KERG Eugene, Ore., disc jockey, won statewide d.j. contest conducted by KGW Portland, Ore., at its "Kitchen Carnival" promotion in October.

Max Savitt, secretary-treasurer, WCCC Hartford, Conn., received 1955 "Hartford's Outstanding Citizen" scroll from Lt. C. C. Robinson Post, Veterans of Foreign Wars.

J. P. Wilkins, president-general manager, KFBB-AM-TV Great Falls, Mont., accepted National Safety Council award from Montana Highway Patrol for stations' safety promotion.

Dick Lane, sportscaster, KTLA (TV) Los Angeles, awarded plaque by Optimist Home for Boys for sportsmanlike announcing.

William L. Cooper, film director, WJAR-TV Providence, R. I., won first prize plaque for spot newsreels in National Press Photographers' Assn. and Encyclopedia Britannica Photo Contest. Award was for his newsreels of Hurricane Carol, Aug. 1954.

WDBJ-AM-FM-TV Roanoke, Va., awarded certificate of appreciation from Junior Chamber of Commerce for public and community service.

KMAC San Antonio, Tex., saluted staffer Charlie Walker with a Charlie Walker Day recognizing his selection as eighth ranking disc jockey in *Billboard* magazine 1955 poll.

Ed McKenzie, WXYZ Detroit disc jockey, presented with plaque by 425th Infantry Regiment, National Guard, for assistance in recruiting young men.

WWRL New York cited by N. Y. Federation of Union of American Hebrew Congregations on fifth anniversary of weekly *Temple Hour* broadcast.

WDRC Hartford, Conn., awarded certificate of commendation by Army and Air National Guard for cooperation in "Operation Minuteman," nationwide test alert last spring.

Eleanor Hempel, KTTV (TV) Hollywood *Little Schoolhouse,* cited by Calif. Teachers' Assn., southern section, for "meritorious service to publicize education."

Bob Smiley, program director, WGAR Cleveland, Ohio, received award from mayor's Committee for Employment of Physically Handicapped for station cooperation.

WGAY Silver Spring, Md., received 1955 Citizenship Award of Silver Spring for "unselfish civic service . . . and service rendered yearly to Civitan Citizenship Essay Contest."

WFAA Dallas given Certificate of Appreciation by American Cancer Society for assistance in fight against cancer.

CBC ANTICIPATES LOSS IN CURRENT YEAR

Report just released for fiscal year ending March 31, 1955, predicts considerable deficit in radio, some increase in commercial television. Report deals with all phases of the government-owned corporation's activities.

SURPLUS BUILT up by the Canadian Broadcasting Corp. from its television operations in the past two fiscal years "will have to be used to maintain operations in 1955-56," the annual report of the CBC for the fiscal year ending March 31, 1955, forecast. The report, released on Nov. 23 by A. D. Dunton, CBC board chairman, forecast, a deficit of considerable size in radio for the fiscal year ending March 31, 1956, while anticipating only "some increase in commercial television income but no increase, with possibly some decline, in income from the proceeds of the excise tax (on radio and tv sets)."

The detailed 60-page printed report, replete with photographs of CBC activities in the 1954-55 fiscal year and graphs on program originations, dealt with all phases of the government-owned corporation's activities.

The report pointed out that the bi-lingual (French and English) television system's operations cost $15,916,000 in the 1954-55 fiscal year compared to $7,364,000 the previous year. Revenue from tv commercial programs continued to grow, as did that of the 15% excise tax on tv receiving sets. The combined tv revenue was $21,276,000 as against $13,071,000 the previous year. After allowance for depreciation and obsolescence, tv operations left a surplus of $4,479,421. Revenue from commercial tv programs in 1954-55 was $4,157,325.

Rising Costs

While radio services were maintained on the Trans-Canada, Dominion and French-language networks, increased operating expenses and a decline in income from commercial programs and the 15% excise tax on radio sets, resulted in a deficit of $211,735 for the fiscal year ending March 31, 1955, This was more than offset by an operating surplus of $1,283,895 the previous fiscal year. Expenses on radio operations were $13,188,000 compared with $12,532,000 the year before.

Commercial revenue dropped from $2,471,000 in 1953-54 to $2,106,000 in 1954-55 fiscal year. Excise tax revenue on sale of radio receivers dropped to a point "probably more than $2 million below what would have been the proceeds of the former license fee ($2.50 annually) which it replaced." Revenue from this source was $4,510,000 as against $5,057,000 the year before.

Total expenditures, tv and radio combined, reached $29,104,000 against $19,896,000 the previous year while total income increased to $34,736,000 from $27,431,000 in 1953-54. This left an excess of $4,268,000 compared with $6,568,000 a year before, after allowance for depreciation and obsolescence.

Discussing the growth of tv stations during the year for total of 26 stations, seven of which were CBC-owned and the remainder independently-owned, the report points to the independently-owned station carrying more than 40 hours of national programs a week as of March 31, 1955. CBC program production for the English-language tv network amounted to 50 hours a week at the end of the fiscal year, over half of which were Canadian-produced, The French-language tv network service produced 40 hours of programs weekly, with Canadian produced programs accounting for 80% of the total. About 50 hours of sponsored tv programs a week were telecast on the English-language network and 25 hours a week in the French-language network.

The report dealt with all types of programs developed by the CBC for both radio and television, its audience research, technical developments, station relations, broadcast regulations and press and information service. A section of the report deals with the CBC International Service operated for the Canadian Department of External affairs with shortwave broadcasts in a large number of languages to Europe, Latin America and Australia. Maps of all CBC networks, radio and television, are included, as well as graphs of television set sales and financial statements.

VIDEO BOOMING IN EUROPE—MARX

TV IN EUROPE is booming, forging ahead in tune with a general improvement of the countries' standard of living.

That's the verdict voiced at a news conference held last week in New York by Ernest A. Marx, director of Allen B. DuMont Labs' International Division, upon his return to the U. S. after an annual tv-electronics survey and sales trip abroad.

Mr. Marx ranked Great Britain, West Germany, Italy and France in that order as the European countries marking the most "progressive" growth in television—a medium which he said is in the "process of becoming world wide." Tv, he forecast, will become the medium for disseminating instruction, entertainment and propaganda the world over.

Mr. Marx paid particular attention to West Germany's activity in tv equipment, predicting that manufacturers there will soon compete for sales in world markets. He said he thought they would increase the competitive tempo for them both in Europe and elsewhere in the world. He also predicted that attempts will be made to ship tv sets to the U. S., although cost now is a big factor.

In a review of commercial tv's debut in England and the cost of receivers (a 17-inch set sells for about $280 he said), Mr. Marx also took note of color experimentation in England now being conducted by the British Broadcasting Corp. He said that Britain's color picture was of "exceptional clarity and definition as compared with many pictures in the U. S." he also predicted that BBC may eventually adopt the 625-line continental tv system (CCI system).

In Germany, most receivers are 17-inch with 21-inch sets becoming more popular (respective prices, $250 and $372-400). He said that there is "talk" in the German Broadcasting Authority that tv may go eventually to the uhf (Mr. Marx wryly commented that the German experimentors were "profiting" from U. S. mistakes in uhf). An experimental uhf tv transmitter now is in operation. Tv receiver count in Germany he estimated as 180,000 with about 300,000 expected by the end of next year.

In Italy, the tv network now runs from Turin and Milan down to Rome and soon will be connected with Naples, he said. Sicily is to be connected next. Eventually, the Italian network will have 83 tv transmitters, 19 main stations, 16 secondary stations and 48 automatic satellites. New tv sets in Italy lean to the 21-inch picture, with some 17-inch and 24-inch also being offered. (Average price, $235 for the 17-inch, $320-350 for the 21-inch.)

Other countries:

Switzerland: Tv being adopted slowly with programs on the air only 1½ hours daily, with stimulant expected from new German border station.

Austria: Little tv, sporadic programs and a few shops showing some sets.

France: Tv is growing here. Programs are improving and the French are steadfast to their 819-line system. Additional transmitters will be on the air next year at Lyons, Marseilles, Rouen, Rheims, Nice, Amiens, Dijon and Caen. There are some 100,000 tv receivers in France where the 21-inch receiver sells for about $400. France is setting up a complete microwave tv and telephone network similar to the AT&T system in the U. S.

Belgium: Tv is complex, with two different systems being used. Some receivers have four-point switches to switch from one system to another.

Sweden: Interest is high but a slow, deliberate pace has been taken. At present, programming is experimental with some stations expected within month. Some 3,000 sets exist there. First year after tv becomes permanent fixture, Sweden expects 11,000 receivers and the number to grow as high as 451,000 by the seventh year.

Denmark: Tv has been here for 2-3 years with programs emanating from Copenhagen. Additional stations will be put on the air soon in two cities with seven stations in all planned.

Eurovision: Put into effect a year or so ago, continues with equipment and language changes perfected to a degree that programs originating in one country are well received in others.

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FARMERS EXCHANGE IDEAS

FARMERS from all over the world exchanged ideas on the WAVE-TV Louisville, Ky., *Farm* show one day last month. The group, representing the Old World, Near East, Far East and Pacific islands, is in this country under the auspices of the U. S. Agriculture Dept. for study at the U. of Kentucky College of Agriculture.

CONTEST MARKS SIXTH YEAR

ABC-TV's *You Asked For It* (Sun., 7-7:30 p.m. EST) which enters its sixth year on tv Jan. 1, yesterday (Sunday) launched a nationwide audience contest to pick the five most popular segments in its five year history. *You Asked For It* is based on viewers' request to see the unusual or bizarre performed on the tv screen. The audience reaction test is scheduled to end the first of the year with the viewer who submits the most interesting explanation winning a trip to the West Coast.

WAPI BASKETBALL EXCLUSIVE

WAPI Birmingham, Ala., has acquired exclusive broadcast rights for Alabama Polytechnic Institute and U. of Alabama basketball games, beginning Dec. 1. Full schedule of 44 games will be relayed to a statewide network by WAFM (FM) Birmingham.

CHRYSLER PROMOTION CONTEST

CHRYSLER CORP., Detroit, its distributors, dealers and agency, McCann-Erickson, N. Y., have launched special tv station promotion campaign for Chrysler-sponsored *It's a Great Life* (NBC-TV, Sun., 7-7:30 p.m. EST). Station manager or promotion director who does best job publicizing program will be awarded 1956 Chrysler automobile, with $1,000 and $500 in cash as second and third prizes. Contest closes Jan. 30, 1956. Winners, judged on basis of spot schedules, photographs or newspaper clips, will be named by special panel made up of Chrysler and agency executives and radio-tv trade magazine editors.

WLYC LISTENERS FIX FREEZE

WEATHER BUREAU, station WLYC Williamsport, Pa., and the Prestone anti-freeze people got together to stage a "Fix the Freeze" contest which drew a prediction within 16 minutes of the fall's first freeze. Francis T. Hendershot of S. Williamsport made the winning forecast for a $50 U. S. Savings Bond and triumph over 2500 entrants. Runners-up got bonds and anti-freeze.

PAJAMA GAME ON WNBQ (TV)

COME-AS-YOU-ARE party is the new giveaway gimmick launched by a local automobile dealer on WNBQ (TV) Chicago. Cole-Finder Inc., Mercury dealer, offers midnight movie viewers who write in a chance to collect from $1,000 to $10,000 on its *Pajama Roundup*. There's one big stipulation: each night's winner must appear at the studio—in pajamas—to collect on camera. Sum of $1,000 is added each night when the selected viewer fails to appear, making, a total of $5,000 possible, plus an additional $5,000 if the viewer has bought a new or used car from Cole-Finder during 1955.

DISTRIBUTORS EXPLOIT TV ADS

McKESSON & ROBBINS, Cincinnati, Ohio, distributors of Paradise coloring sets, advertised by Bud (Stringbean) Chase on WCPO-TV Cincinnati, solved the distribution problem in a spectacular way with a recent helicopter delivery. The stunt captured the afternoon show's small fry audience twice in one day. Mr. Chase hopped into the helicopter as he signed off the show. By the time the plane landed at suburban Kenwood Pharmacy, the neighborhood was mobbed by kids and traffic was backed up for blocks waiting for the landing.

WTMJ-TV OFFERS GLOVES

WTMJ-TV Milwaukee is promoting its children's personality, Foreman Tom, with cowboy gloves offered on his western show. The deerskin gloves, bearing Foreman Tom's name, are selling for $1.50.

PLACE FOR EVERYTHING . . .

"PUT YOUR 'SPOTS' ON US" is the word from KABC-TV Los Angeles as carried on a coaster it is sending business friends. Photographs of station personalities border the practical mailing piece.

WFAA-TV SATIRIZES SALESMEN

WFAA-TV Dallas doesn't mind laughing at itself in the course of telling its sales story. The station has inaugurated a series of baby picture mailing pieces called "The Advertiser's Guide to Station Sales Representatives." Caption beneath the first wide-eyed, purse-lipped infant reads: "Cancelled . . . the entire schedule?" The promotion piece features a memo pad and sales message inside the baby cover.

CFCF 3,000-MILE REMOTE

CFCF Montreal, did a 15 hour remote broadcast from Vancouver, 3,000 miles distant, on November 26 to broadcast a play-by-play description of Canada's football classic, the Grey Cup Game, and the activities in Canada's west coast city before and after the game. A technical and announcer staff were sent to Vancouver to do the broadcast from 9 a.m. to midnight. This remote broadcast is believed the longest, in time and distance, in Canadian broadcast history for a single station.

FIELD PICTURES TRAVEL FAST VIA NEW CUSTOM TRANSMITTER

THE FIRST "custom installation" of facsimile equipment to provide rapid transmission of news photos from a station's own cameramen in the field to its newsroom has been made for WNEM-TV Bay City, Mich., by International News Service.

In addition to regular service from the International News Facsimile network, the station can transmit its own pictures from Flint, 35 miles away, where it has a full time reporter-cameraman. These pictures will be available for use on the air within a few minutes after being taken.

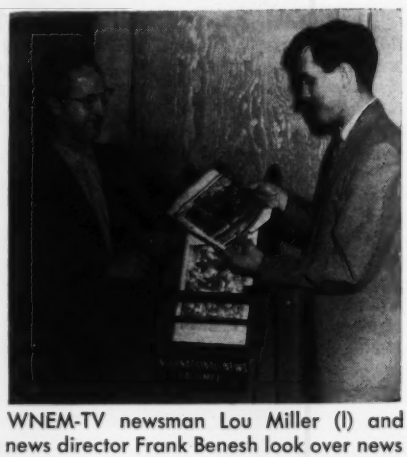
The order for the facsimile service and equipment, including three receivers and a transmitter, was placed by James Gerity Jr., owner of WNEM-TV, with John M. Cooper, INS director of radio-tv news.

WNEM-TV covers local news in Flint, and it claims 30 to 50% of the viewers there watch its programs regularly. In addition to a news bureau, the station has a sales office in Flint and numerous local sponsors of its programs.

With a schedule of three newscasts a day plus two other daily programs in which regional news pictures are used, the problem of rapid transmission of news and photos from Flint to the WNEM-TV studios, located midway between Bay City and Saginaw, became a pressing one. International News Facsimile was finally decided upon as providing the answer, since its service is designed specifically for use by television stations. It transmits a standard size, six-by-eight-inch horizontal picture in four minutes. The news story which it illustrates can be transmitted with it, both arriving ready for instant use without developing or other processing.

Frank Benesh, the station's news and program director, expects to receive a minimum of 15 spot news pictures a day from Flint for the regular newscasts.

In addition, the service will be used to promote sponsor relationship. When the Flint sales office gets a new account, the signing of the contract will be timed to coincide with an afternoon program on the station. A picture of the signing will be sped by facsimile to Bay City and put on the air immediately, so the new sponsor will see himself on WNEM-TV within 15 minutes after putting down the pen.



WNEM-TV newsman Lou Miller (l) and news director Frank Benesh look over news pictures received at the station's Bay City, Mich., newsroom from the Flint, Mich., newsroom by a special local transmission.

WNEM-TV President Gerity has even more far-reaching plans for the use of facsimile. He has ordered an International News Facsimile receiver installed at the Flint airport where thousands of travelers, including both potential sponsors and potential viewers, can stop to look at it and catch up with the latest news—by courtesy of WNEM-TV. This receiver will be tied into the regular INF photo network, but will also pick up the special transmissions from Flint.

The facsimile transmitter in Flint is located in the WNEM-TV sales office and news bureau, off the lobby of the Durant Hotel. A receiver has also been installed there for monitoring purposes, as well as to be an attention-getter like the one at the airport.

WNAC USES BOSTON BILLBOARDS

WNAC-AM-FM-TV Boston is banking heavily on billboards for fall program promotion, the only station in the market using this means of boosting its schedule, it is claimed. Early this month the Yankee station launched a wide showing of Donnelly billboards in the Greater Boston area to back up heavy print schedules in all Boston papers, in several weeklies and in papers of other cities. In addition, the station is considering purchase of additional billboards in heavy traffic locations.

'SRO' FOR COLOR TV EXHIBIT

COLOR TELEVISION captivated an "audience" of some 93,000 who paid their way into an industrial exposition celebrating the opening this month of the Rochester, N. Y., Community Memorial Auditorium. Among the highlights of the fair was a special, color tv exhibition put on by the Stromberg-Carlson Co., division of General Dynamics Corp., and its broadcasting stations, WHAM-FM-TV Rochester. Exposition officials claimed that unusually heavy crowds at the exhibit where four color tv sets were displayed caused many visitors to be turned away.

SCBA PRODUCES NAVY TAPES

SOUTHERN CALIFORNIA Broadcasters Assn. has sent a five-man radio task force to Hawaii to produce a series of taped broadcasts for the Navy, commemorating the Pearl Harbor bombing. The delegation includes Norman Ostby, Don Lee Bcstg. System; Loyd Sigmon, KMPC Los Angeles; Howard Gray, KGIL San Fernando; Calvin Smith, KFAC Los Angeles, and Stu Wilson, special events director, KBIG Catalina, who will handle the microphone on the programs.

ZIV PLUGS SAFETY THEME

IN COOPERATION with the National Safety Council's accident prevention campaign, Ziv Television Programs is promoting both highway safety and its newest tv film, *Highway Patrol*. Special promotion kit sent to advertisers and station managers includes four-color posters for use by local police and traffic officials, plus the regular publicity-promotion material.

DISPLAYS 64,000 LIVE DOLLARS

ONE-DOLLAR bills totaling $64,000 were stacked by WFBG-TV Altoona, Pa., in the window of the Gable Department Store to publicize the CBS-TV show (Tues., 10-10:30 p.m. EST). A lifesize picture taken on the show set was also displayed, and the store tied in product promotion for sponsor Revlon. Citizens crowded around to see the money which was watched over by armed guards.

GUILD ISSUES SUCCESS PAMPHLET

GUILD FILMS CO., New York, has issued a four-page pamphlet, entitled "How Television Helped a Small Business to Become a Big Business," detailing the success story of Al Terrence, a carpet dealer in Huntington Park, Calif. Since beginning sponsorship of *Guild's Confidential File* tv film series over KTTV (TV) Los Angeles, the pamphlet stated, Mr. Terrence's monthly sales volume increased to $180,734 in November 1954, as compared with $90,400 in December 1953. Mr. Terrence estimated that 31 out of every 41 sales can be traced directly to the *Confidential File* sponsorship.

'CHERYL ANN SUNDAE'

PHILADELPHIA DAIRY PRODUCTS (ice cream), in line with its sponsorship of MCA-TV's *Waterfront* film series on WCAU-TV Philadelphia, is making available the ingredients and recipe for "Cheryl Ann Sundae," which can be made to resemble the tugboat Cheryl Ann, on the tv show. Dealers have prepared special displays around their ice cream freezers featuring the "Cheryl Ann Sundae."

WBAY-TV BOOSTS TREE FARMING

TREES mean a lot to Wisconsin's economy. If properly farmed they could add $40 million each year to Wisconsin payrolls, woodsmen say. In recognition of this fact WBAY-TV Green Bay, Wisc., started a tree farming series a year-and-a-half ago in an effort to help owners of woodlots, large and small, to maximum timber returns. The station's farm department produces the shows with cooperation from American Forest Products Industries Inc., Washington, which conducts a nationwide tree crop program. The WBAY-TV program, live and filmed, features forest experts and the farmers themselves, and viewer interest is sampled with a leaflet offer. Other tv farm departments interested in tree programming can get technical help from AFPI at 1816 N St., N. W., Washington 6, D. C.

SHOWS OFF NEW STUDIOS

WSLS-AM-FM-TV Roanoke, Va., has published a promotional brochure, *First Peek*, introducing the new WSLS Shenandoah Life Stations' home in picture and print. A towhead moppet "Miss Sally," appears on each page to guide the reader on his *First Peek* into the new facilities and to meet station personnel.

JWT DEFINES RESEARCH-ESE

FORTY-PAGE pocket-size booklet on market research has been prepared by the Toronto office of J. Walter Thompson Co. Ltd. for distribution to the advertising industry. *Plain Talk on Research* is a handbook "for people who use market research but only understand plain English," and in word and cartoon pictures deals with the various words used in research reports. In the preface the editors state that they "have set themselves the task of avoiding in each definition the use of words which themselves need defining. Thus we hope each definition stands on its own feet and that the reader may use this book without chasing from one definition to another."

BEGINNING Nov. 22 the *Gloria De Haven Show* is aired twice weekly over WTVJ (TV) Miami. Miss De Haven sings and interviews celebrated guests on the Tuesday-Thursday afternoon program. Completing arrangements are (l to r): Bill Dock, Fincher Motors (Oldsmobile) advertising manager, who signs for firm's sponsorship; Ed McHale, WTVJ account executive, and Miss De Haven.

GROUPS UNITE TO BUY SHOW

GROUP of 20 civic and religious organizations have banded together to sponsor a new weekly program on WSEL (FM) Chicago. Titled *The Family of Man*, the weekly show is designed to present listeners with an insight into the various organizations as well as the United Nations. Format of each program varies from music and drama to panel discussions featuring prominent speakers.

MIDWEST BASKETBALL PLANS

BASKETBALL was in the air—and on it too—last week as two midwest stations reported coverage for the 1955-56 season. WBKB (TV) Chicago will televise 10 major college games (Big 10 and Notre Dame) Jan. 2-March 5, sponsored by Illinois Bell Telephone Co. Agency is N. W. Ayer & Son Inc.

WNDU South Bend, Ind., schedule of 82 college and high school games is already underway. Sixteen are U. of Notre Dame games at home and away, beginning Dec. 4. Other stations will be given the opportunity to broadcast ND contests by contacting WNDU, owned by the university.

Recorded Commercial Sells Radio

PUTTING the shoe on the other foot, Joe Clifford, KEX Portland, Ore., account executive, landed a contract by making a sales pitch at a cocktail party thrown by the prospective client.

For 14 months Mr. Clifford had been trying to sell spot radio to both the Pacific Department Stores and Powers Furniture Co.—without much luck. Pacific had been allocating its entire advertising budget to newspapers and saw no reason to change. Powers used radio, but wondered whether a network-affiliated station—such as the Westinghouse ABC outlet—was its best buy.

Then came a merger, and Pacific Stores and Powers Furniture were operating under a combined management. At 3:30 p.m. a few days later, Mr. Clifford learned that the combined personnel of the two firms were meeting that evening at a get-acquainted party, for which background music would be supplied by recordings.

He made a few fast phone calls and got permission from one of the store officials to sandwich a special KEX "commercial" between two of the musical numbers. A rush job of writing and recording was completed, with announcer Claude Blackwood serving as the KEX "voice." The sample commercial was followed by a message from the station, congratulating all personnel on the merger and explaining to them what an important role spot radio—with announcements like the one they had just heard—could play in making their grand opening a success.

Within 24 hours after the party, Mr. Clifford and KEX had a contract for 40 chain breaks promoting the Pacific-Powers opening, the only radio advertising used for the event. And just a few days after the opening, Pacific-Powers signed a 13-week contract to sponsor ABC newscaster Paul Harvey.

Says Mr. Clifford: "Maybe it proves that radio techniques are the best method for selling radio."

Station Authorizations, Applications

(As Compiled by B • T)

November 17 through November 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am & Fm Summary Through Nov. 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,789	2,786	196	284	160
Fm	539	258	46	19	3

FCC Commercial Station Authorizations

As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Nov. 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	294	314	608[1]
Noncom. Educational	17	17	34[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS AMENDED

Atlanta, Ga.—Board of Education of City of Atlanta application for ch. 30 amended to change trans.-studio location to 740 Bismark Rd., N.E., Atlanta, ERP to 62.4 kw vis., 31.0 kw aur., make ant. and other equipment changes and submit further legal, program and financial data. Ant. height above average terrain 440.6 ft. Amended Nov. 21.

Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co. amends application for new tv re contract and additional financial data. Amended Nov. 17.

Ponce, Puerto Rico—American Colonial Bcstg. Corp. applicant for ch. 9 filed amendment to Sec. 1 listing of exhibits and legal counsel; table 1, Sec. 2, page 3; waiver of 3.613 (a) and (b) and Sec. 3. Amended Nov. 21.

PETITION

Table of Assignments—Scharfeld & Baron petitions FCC to revise Commission procedure to authorize tv assignments by application rather than by rule.

Existing Tv Stations . . .

ACTIONS BY FCC

WKRC-TV Cincinnati, Ohio—Granted ERP of 316 kw vis., 158 kw aur. Ant. height 590 ft. above average terrain. Granted Nov. 17.

WOSU-TV Columbus, Ohio—Granted ERP of 214 kw vis., 115 kw aur. Ant. height above average terrain 560 ft. Granted Nov. 16.

KHAD-TV Laredo, Tex.—Granted 2.29 kw vis., 1.15 kw aur. Ant. height 160 ft. above average terrain. Granted Nov. 18.

KPAR-TV Lubbock, Tex.—Granted ERP of 26.3 kw vis., 13.2 kw aur. Ant. height 580 ft. above average terrain. Action of Nov. 21.

KMID-TV Midland, Tex.—Granted ERP of 100 kw vis., 50 kw aur. Ant. height 500 ft. above average terrain. Granted Nov. 18.

APPLICATIONS

WKRC-TV Cincinnati, Ohio—Seeks cp to change aural ERP to 158 kw, install new ant. system and make other equipment changes. Ant. height above average terrain 595 ft. Filed Nov. 17.

PETITION

WDSM-TV Superior, Wis.—Petitions FCC to amend Sec. 3.613 so as to permit establishment of main studio in each of hyphenated cities served by station using channel assigned to such cities and adding subsection (c) which so states. Announced Nov. 18.

CALL LETTERS ASSIGNED

WXTV (TV) Youngstown, Ohio—Community Telecasting Co., ch. 73.

WTVK (TV) Knoxville, Tenn.—South Central Bcstg. Corp., ch. 26. Changed from WTSK-TV effective last Thursday.

New Am Stations . . .

ACTIONS BY FCC

Concord, N. H.—Win Blake application for cp to operate on 870 kc, 1 kw D returned (incomplete). Action Nov. 22.

Savannah, Tenn.—Florence Bcstg. Co. application for cp to operate on 1010 kc, 250 w D dismissed for lack of prosecution. Dismissed Nov. 17.

APPLICATIONS

Pineville, Ky.—States Bcstg. System Inc., 1220 kc, 250 w unl. Post office address 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $15,860, first year operating cost $30,000, revenue $35,000. Applicant is former owner-operator of **WWKO Ashland, Ky.,** and was permittee of **WFTG London, Ky.** Filed Nov. 17.

Vivian, La.—Joel Ellis Wharton, 1600 kc, 500 w D. Post office address 929 Pine Hill Rd., Shreveport, La. Estimated construction cost $13,443.31, first year operating cost $21,000, revenue $30,000. Mr. Wharton is radio engineer with minority holdings in applicants for new am stations at Shreveport and Baton Rouge, La. Filed Nov. 21.

Ridgewood, N. J.—American Family Bcstg. Co., 540 kc, 1 kw D. Post office address 328 W. Ridgewood Ave., Ridgewood. Estimated construction cost $95,000, first year operating cost $60,000, revenue $75,000. Principals are Pres. **Alfred B. Smith** (25%), music publisher; Vice Pres. **Herbert DeRyder** (25%), consulting engineer; Sec. **John Van der Eems** (16.6%), wood products manufacturer; Treas. **Harold Galenkamp** (16.6%), dairy owner, and **Edward Galenkamp** (16.6%), dairy owner. Filed Nov. 17.

Philipsburg, Pa.—Moshannon Valley Bcstg. Co., 1260 kc, 1 kw D. Post office address 1700 Columbia Ave., Tyrone, Pa. Estimated construction cost $14,366.91, first year operating cost $19,140, revenue $40,512. Principals are equal partners Rev. **William Emert,** pastor, and **Earl B. Bartley,** auto transport firm owner. Filed Nov. 22.

Harrisonburg, Va.—Wilkes Bcstg. Co., 1380 kc, 5 kw D. Post office address P. O. Box 295, North Wilkesboro, N. C. Estimated construction cost $29,851.67, first year operating cost $52,000, revenue $60,000. Applicant is licensee of **WKBC North Wilkesboro, WATA Boone, N. C.** Filed Nov. 17.

APPLICATIONS AMENDED

Atlanta, Ga.—Greater South Bcstg. Co. amends application for cp to operate on 1480 kc, 5 kw D to specify changes in ant. (decrease height). Amended Nov. 17.

Sanderville, Ga.—Washington Bcstg. Co., amends application for cp to operate on 1490 kc, 250 w unl. to specify changes in directon. Amended Nov. 17.

Mt. Pleasant, Iowa—Henry County Bcstg. Co. application for cp to operate on 1220 kc, 250 w D, amended to change to 1340 kc, 100 w unl.

Henderson, Nev.—Magowan, Jones & Harford application for new am to operate on 1280 kc, 5 kw D, amended to change trans. and studio locations. Amended Nov 21.

Existing Am Stations . . .

ACTIONS BY FCC

WABL Amite, La.—Granted mod. of cp to change studio location and operate trans. by remote control from 118 N.E. R.R. Ave., Amite. Action of Nov. 22.

KWIQ Moses Lake, Wash.—Application for mod. of cp to change ant.-trans.-studio location and remote control point returned because of incomplete application. Returned Nov. 21.

APPLICATIONS

WKNB New Britain, Conn.—Seeks mod. of license to change hours of operation from D to limited time. Filed Nov. 22.

WOBS Jacksonville, Fla.—Seeks cp to increase power from 1 kw D to 5 kw D. Filed Nov. 22.

WBHB Fitzgerald, Ga.—Seeks cp to change from 1240 kc to 1380 kc, increase power from 250 w to 5 kw and change hours of operation from unl. to D. Filed Nov. 22.

WABL Amite, La.—Seeks mod. of cp to specify studio location and operate trans. by remote con-

(Continues on page 103)

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager-Salesman. Salary, commission and percentage of net. Take over 250w independent and treat it as your own. WTYN, Tryon, North Carolina.

Salesmen

Wanted salesman: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Salary plus commission. Should earn $8,000 annually. Contact Box 553E, B•T.

Salesman-announcer needed immediately. You must be experienced in both fields. Only the best considered. Pay commensurate with your ability. Excellent opportunity if you can fill the vacancy. No drifters or loafers need apply. Contact Paul E. Reid, WBHB, Fitzgerald, Ga.

Wanted: Broadcast salesman with experience, if good, wants permanent position, will be given plenty of accounts already on air. Must be ready to stay in Springfield, Ohio. Apply WBLY Springfield, Ohio. Phone FA 3-4676.

Announcers

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 514E, B•T.

Experienced announcer with first phone license. Immediate opening. 5000 watts, Great Lakes. Pleasant staff and working conditions. Time and a half after 40 hours. Start at $1.76 per hour. Must have car. Send photo, tape, resume to Box 522E, B•T.

Unusual opportunity for announcer with a first class ticket who can really sell merchandise on the air and read news. Hours are 40 hours weekly and salary open. Contact Box 552E, B•T.

Wanted, a **versatile** staff announcer with emphasis on announcements. Must have good commercial delivery on announcements and news. Send tape and resume. Box 556E, B•T.

Florida east coast kw has opening for announcer with first phone—emphasis on DJ—40 hours—permanent—ideal conditions—rush details. Box 562E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Increased business compels us to increase operating hours. We need a good announcer with a first class ticket and a good local newsman. Starting salaries are $300 monthly with opportunity for talent and overtime. Interested applicants please send tape, resume of experience and references. Bob Savage, Program Director, KGBC, Galveston, Texas.

Wanted: Combo man with first phone, ideal working conditions, 40 hour 5 day week, north western Montana location, 20 miles from Glacier National Park, good pay. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Wanted: Experienced announcer with first ticket. Good pay. Ideal working conditions. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer. Experienced in news, DJ, with ability to deliver selling commercials. Radio and tv. Send photo, tape and complete background resume to A. R. Cooper, WAKR, Akron, Ohio.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Announcer-first, handle classical music—names pronunciation. Pleasant voice. Tape, photo, minimum salary to WCRB, Boston 54, Mass.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain, Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Immediate opening. Experience and best references required. Radio and television duties. Call Frank Wilson, WMBG-WTVR, 58611, Richmond, Virginia.

Announcer-salesman, kilowatt network, Florida. Wire Box 1353, Orlando.

Technical

Chief-engineer-announcer, maintenance experience necessary. Send resume, tape, KHUB, Watsonville, California.

RADIO

Help Wanted—(Cont'd)

Chief engineer for one engineer radio operation. Must be fully experienced and capable complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

Chief engineer-announcer. Outstanding calibre. Emphasis engineering. Send tape, full details, salary desired John Powell, Manager, KWBW, Hutchinson, Kansas.

Help Wanted: Engineer, first ticket, combo. Announcer preferred. Also experienced program director, KWOC-Poplar Bluff, Missouri. A. L. McCarthy.

Immediate opening Michigan 1000 watt fulltime directional needs engineer, first class, good pay. Excellent insurance, pension and fringe benefits, call or write Kenneth Kunze, Chief Engineer, WTTH, Port Huron.

Have immediate opening for engineer-announcer. Please contact by phone collect, LOgan 4-3361, Maysville, Kentucky.

Programming-Production, Others

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 469E, B•T.

Independent station in midwest community of 100,000 wants copywriter and traffic gal or guy. Must be experienced. Salary open, fine opportunity for right person. Send full details to Box 527E, B•T.

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 530E, B•T.

Program director who is also good, experienced announcer for morning and afternoon show. Excellent opportunity. PD experienced preferred, but not necessary. Box 566E, B•T.

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Newsman, radio-tv casts. News gathering, writing, photo experience desirable. Major outstate Michigan market. Opening immediate. Send pic., tape, history, salary needs to Box 587E, B•T.

Experienced morning announcer. Must be man now in middle or southwest available for personal interview. Send qualifications only. Do not send tape. Radio KCOL, Fort Collins, Colorado.

Copywriter, man or woman needed immediately. Write, wire or call KOLE, Port Arthur, Texas.

Wanted. Top-flight merchandising-promotion-publicity man. Give complete information first letter, your knowledge and experience of in store merchandising, black and white preparation and production, writing, research. Send recent photo and examples of work to KSBW Radio & Tv, P.O. Box 1651, Salinas, California.

Wanted: An experienced news editor, capable of taking over news department. Must be able to gather, write and air local news. Send tape, picture and background first reply to Gordon L. Capps, KSRV, Ontario, Oregon.

Southern California station in ideal climate needs experienced copywriter for one man department. Send background, samples and expected salary. KXO, El Centro.

Need at once experienced continuity girl—mostly spots. Fair salary, pleasant surroundings. Send photo and qualifications. E. Z. Jones, General Manager, WBBB, Burlington, North Carolina.

WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

NOTICE

CHANGE OF ADDRESS

In order to better serve our clients and friends in the broadcast industry, we are moving to new headquarters on November 30, 1955

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

Howard S. Frazier, TV & Radio Management Consultants

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Situations Wanted

Managerial

Station sales manager with proven record of aggressive selling and supervision. Upper midwest applicant available for Chicago interview preferred. Send background story, photo and references. Confidential. Box 547E, B•T.

Manager-salesman now employed in small Carolina market desires change. Employer knows of ad. Hard worker, sober, excellent references. Experienced all phases radio. Can operate prestige station at low cost. Write Box 576E, B•T.

Station manager. Family man. Twenty years experience. Dependable. Best references. Box 586E, B•T.

Successful station manager available January 1st due to sale of station. Thorough knowledge and experience in local sales and operation. Have managed present successful operation for past eight years. Best industry references. All replies kept strictly confidential. Box 589E, B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Announcers

Announcer—experienced in disc shows, good voice, good selling personality. SRT graduate. Also write copy, prefer east or near east coast. Box 451E, B•T.

Announcer—4 years experience—college training—reliable. Excellent diversified background—presently employed. Desire position with more challenge and opportunity. Box 486E, B•T.

Announcer-newscaster seeks permanent position with program-conscious am, central US or southwest. 12 years experience, 33, family, car. Box 507E, B•T.

Versatile announcer. 17 months experience, desires position with independent station. Box 517E, B•T.

Trained experienced announcer desires permanent settlement Vermont, New Hampshire after Jan. 1. Box 532E, B•T.

Successful salesman, competitive market, wishes to relocate. 6 years radio-tv, announcing, writing, producing, directing, production manager. Box 546E, B•T.

Announcer, six years radio-television experience all phases, including PD in good sized metropolitan market. Want to relocate in or near western Pennsylvania. Prefer tv. Box 557E, B•T.

Dim the lights to audition this pair! Something different to rocket nighttime programming. A packaged male-female pair with a plan. Tapes available. Major stations only. Box 560E, B•T.

23, family, experienced DJ, announcer. Partly handicapped. Board, permit. Let me build your music audience. Go anywhere. Box 567E, B•T.

Announcer—DJ. Pop-hill-PI. Punch or soft smooth. 34—married—15 years radio. Employed midwest 50 kw 7 years. Just southerner wishing location back south—southwest. Box 573E, B•T.

Experienced announcer, third class ticket, desires small station, southeast. Tape, resume. Box 580E, B•T.

Experienced announcer seeks permanent position in Florida. Excellent background. Available January 1st. Box 581E, B•T.

Two, young, personable announcers want positions anywhere. Experienced morning men; separate DJ; strong news, sports. Dick Morgan, Paul Dunn, WPRB-WPRB-FM, Princeton, N. J.

Staff announcer. Single, college degree, speaks French and German. Operates board, writes copy and all staff duties. Graduate Pathfinder School of Radio. Mercier, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Combo man, 1st phone. Experienced, versatile announcer seeks permanent connection. Strong news, smooth commercials, distinctive platter personality, reliable references. Complete tape and resume. William Pappas, 16 78th Street, North Bergen, New Jersey.

Am up against a stone wall and can't seem to break through due to lack of experience. All I ask for, is a chance. Radio school graduate. Tape, photo, resume, send on request. Ralph DeSantis, 145-21 224 Street, Springfield Gardens, N. Y.

Technical

Experienced licensed engineer, announcer, salesman. Married. Seeks permanent position. Box 551E, B•T.

Florida property owner desires return home state. Experienced chief engineer and announcer. Veteran. Family. Desires position in congenial, progressive atmosphere. B•T has my phone number. Box 564E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer—available December, 20 years experience am-fm-tv theory construction-maintenance—top administrative ability. Some announcing no objectional—best technical and character references. Box 572E, B•T.

Experience counts! Dependable engineer—all around announcer. All phases maintenance. Presently chief. Only well established stations with congenial staff need apply. Minimum announcing if assuming Chief's duties. Presently $90. Veteran. Family. 23. Phone! Box 577E, B•T.

Production-Programming, Others

Experienced newsman . . . reporting, writing, editing, announcing. Can do DJ, staff. Mature voice. Family man. Presently in radio. Seek advancement within 200 miles N.Y.C. Tape and photo on request. Box 489E, B•T.

PD, newsman, wide experience announcing, desires capable, friendly operation medium to large market. 33, married, children. East Coast. Box 558E, B•T.

Program director—six years experience, desires permanent location. College graduate with creative ideas that sell. Box 559E, B•T.

Radio-television newsman. 8 years news background as beat reporter-newscaster. Member Sigma Delta Chi and NARTND. Looking for a "genuine" news operation. Minimum $125. Box 583E, B•T.

College degree; writer, copy, news, scripts, top announcing. Five years programming, promotion, account presentation, some sales. Progressive program ideas. Must relocate permanently midwest. Jack Tilley, 2208 Avondale Drive, Bakersfield, Calif.

TELEVISION

Help Wanted

Salesmen

Tv salesmen, 2 to 3 years experience, pay big for man who delivers; uhf, 95% CBS, northeast, reply Box 483E, B•T.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Announcers

Attention: Radio and television announcer in southwest area. Have excellent opening for television announcer. Please write or call Sherwood 4-1414, KCBD-TV, Lubbock, Texas.

Experienced combo man for tv. Must have 1st phone, good voice and willing to learn all phases of tv operation. Send tape and resume to Program Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around first of year needs two top-flight on-camera announcers. If you are a versatile tv announcer, capable of handling any on-camera assignment, and have a record to prove it, send resume, tape, picture and references to WSAV-TV, Savannah, Georgia.

Technical

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

Midwest NBC vhf station with state's largest coverage needs tv maintenance man to become tv supervisor. 316,000 watts. Send complete background to Box 549E, B•T.

Tv supervisor to become Assistant Director of Engineering needed by full power midwest station. Excellent opportunity for right man. Send full particulars to Box 550E, B•T.

South Florida vhf station has immediate opening for licensed engineer. Car necessary. Box 584E, B•T.

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Experienced engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio equipment. Contact Chief Engineer, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. "Successful" uhf north-central area, state starting salary expected, give full particulars about previous experience, and attach small snapshot. Confidential. Box 496E, B•T.

News director for California vhf network station and radio station, fulltime covering complete local news beat. Gather, edit, write and present on air both radio and television broadcasts. Only mature, thoroughly experienced man considered. Ability to use camera equipment helpful. Furnish recent photo, tape at 7½ RPM with complete information and references first letter. KSBW-TV, P. O. Box 1651, Salinas, California.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Unusual production, programming, personnel, engineering. 10 years top management experience, including two years tv manager. Highest industry references. Box 516E, B•T.

Announcers

Outstanding radio, tv personality. Morning radio show . . . morning television audience participating program . . . top ratings in medium market. Collegiate sports network play-by-play. Currently in $10,000 bracket. Desire major market with talent potential. Seven years' experience. Box 570E, B•T.

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to: Box 412E

TELEVISION

Situations Wanted—(Cont'd)

Technical

First phone, good electronic background, seeks tv opportunity. Ham. Box 563E, B•T.

Programming-Production, Others

Three months experience as film editor (director). Newsreel cameraman, and studio cameraman with southeastern uhf no longer telecasting. Nine years photographic experience, operating still, movie, and aerial cameras. Radio-tv college major. 25, single. Want anything in production department. Box 545E, B•T.

Tv producer-director. Seeks greater opportunity with aggressive station. Presently employed midwest tv station. Have top experience and references. Box 548E, B•T.

Research-promotion man. Over 2 years local radio-tv experience plus some agency background. Compile data, prepare reports, recommendations, sales presentations. College grad, 26, veteran, married, references. Prefer N.Y.C. Don Preven, 47-12 11th Street, Long Island City, N. Y.

FOR SALE

Stations

Fulltime station in rich Texas secondary market. Tax advantages. $100,000 total, $20,000 down. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv. J. T. Snowden, Box 129, Augusta, Ga.

FOR SALE

Stations

Three Iowa properties, adjacent counties; midwest chain operator wants Florida radio; have cash buyers for independents, large markets; new listing, good "U", in 2 "U" 1 "V" isolated market . . . write Norman Company, Box 534, Davenport, Iowa.

Equipment

Fm transmitter for sale—RCA 3kw. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 447E, B•T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

1 RCA TP-16 film projector, $2500.00 1 RCA TK 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

Truscon self-supporting # D-30 radio tower—3 legs—400 feet high—all steel fabricated with standard assembly fittings and equipment. Contact Radio Station WTTH, Port Huron, Michigan.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

WANTED TO BUY

Station

Responsible chief engineer and commercial manager with years of experience desire to lease station with option of buying after year. We have money to back us. Write Box 571E, B•T.

WANTED TO BUY

Stations

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted, used RCA type BC-2B studio consolette and type BCM-1A auxiliary mixer. State condition and price. Box 569E, B•T.

Interested—in uhf equipment tunable to channel 43, complete from camera to antennae. No supporting tower wanted. Must be real bargain. Box 574E, B•T.

Wanted: RCA TK20D camera control unit or complete camera chain. KBTV, Denver, 1089, Bannock.

Wanted: Studio console, limiting amplifier and FCC approved am frequency monitor. Monitor need not presently be in operating condition if repairable. Box 554E, B•T.

Record cutter machine. Lateral. 33⅓-78 r.p.m. Good condition. Write WOKJ, Jackson, Miss.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

Wanted: Two turntables with cabinet and amplifiers RCA 70D or equal, two or three speed. Must be in good working order. Write or wire Ralph Sutton, Western Carolina College, Cullowhee, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

NOW . . . THE LEADING BROADCASTING SCHOOL . . . NORTHWEST

Offers you an opportunity to prepare at home for your First Class FCC License. You know the value of a First Class Ticket. Now you can secure it at home in your spare time—WITHOUT RISK. Northwest guarantees your complete satisfaction with the lessons or your money back. Northwest continues to coach you until you pass your FCC exam!

YOU CAN'T LOSE

WHY TAKE LESS THAN THE BEST?

FIND OUT ABOUT NORTHWEST'S FCC COURSE . . . WRITE DEPARTMENT B-2

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Help Wanted

Salesmen

WANTED
Executive Salesmen Over 35
With Intangible and Advertising
Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

PERSONALITY?

We are looking for a Radio Personality. Not a turn-table Tom, a record-introducer or a label-plugger. Even though his program will be basically one of recorded music, he's got to be a real, live guy with something interesting to say while he's on the air and one who has the radio personality with which to say it.
He'll take over our morning period of about four hours daily. And if he's the right man, he'll be happy about the money, too.
If you think you are the one, shoot us an air-check of your work and pertinent details. We have been on the air for over twenty-five years and are located in a North Central city of over 300,000 people.

BOX 578E, B•T

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell top rated program for past fifteen years. Detailed previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials confidential. WAKR, Akron, Ohio.

Programming-Production, Others

CONTINUITY WRITER

Girl continuity writer wanted for top-flight station in fine market. Good pay and working conditions. This is a great opportunity for a talented and ambitious woman. Call, wire or write

Radio Station WLEX
Lexington, Kentucky
30433

RADIO

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Wide background, creative selling, imaginative operation, understand engineering and construction, FCC procedures. Talent for directing others and getting along with people. Understand importance of local business. Well seasoned but young enough to build with your organization. Impeccable references. Will investigate yours too. Price high but worth it.

Box 571E, B•T

TELEVISION

Help Wanted

Situations Wanted

ARTIST-WRITER

Outstanding top-power Southern TV station has immediate opening for experienced artist-writer for Promotion Department. Position involves knowledge of audience and sales promotion techniques, salary open. All replies confidential. Address inquiries to

Box 588E. B•T

29 and *Single* . . . But you can change that . . . Help me to get married; by making my future secure. 7 years radio, all phases, presently employed in market of 175,000. But main interest lies in TV production. Want start as Floor Manager or Asst. Director; can double in brass; theory knowledge received as grad, from TV workshop New York.
Creative with keen sense of timing and willing to learn for exchange of living wage and opportunity to advance. Will consider all sincere offers . . . Station, Network, Agency or Packager. Can stand investigation as to character and ability. Complete resume on request.

Box 582E, B•T.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
5100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

FOR THE RECORD

(Continues from page 98)

trol from 118 N E R.R. Ave., Amite, and make equipment changes. Filed Nov. 21.

WSKN Saugerties, N. Y.—Seeks mod. of cp to change ant.-trans.-studio location approx. 2,600 ft. west of present site to Glasco Turnpike, 0.1 miles east of Mt. Marion Cross Roads, Saugerties. Filed Nov. 22.

WHVR Hanover, Pa.—Seeks cp for increase in D power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Nov. 17.

WMCD Welch, W. Va.—Seeks cp to increase power from 100 w to 250 w. Filed Nov. 17.

APPLICATIONS AMENDED

KAMD Camden, Ark.—Application for cp to change from 1450 kc to 910 kc, increase power from 250 w to 500 w and make equipment changes amended to specify changes in DA system. Amended Nov. 17.

KIEM Eureka, Calif.—Application for cp to change from 1480 kc to 930 kc, power from 5 kw unl. to 5 kw D, 1 kw N and change from DA-1 to DA-2 amended to specify changes in DA-N. Amended Nov. 21.

KALL Salt Lake City, Utah—Application for cp to increase D power from 1 kw to 5 kw and make equipment changes amended to delete request to increase D power and eliminate some of the equipment changes. Amended Nov. 17.

KULA Honolulu, T. H.—Application for cp to change ant.-trans.-studio location and decrease ant. height amended to make other ant. system changes. Amended Nov. 21.

WIVI Christiansted, Virgin Islands—Application for cp to change from 1230 kc to 1040 kc, increase power from 250 w to 1 kw D, 500 w N amended to reduce N power to 250 w. Amended Nov. 17.

CALL LETTERS ASSIGNED

WRWJ Selma, Ala.—Central Alabama Bcstg. Co., 1570 kc, 1 kw D.

WAKE Atlanta, Ga.—Bartell Broadcasters Inc., 1340 kc, 250 w unl. Changed from WBGE effective Nov. 22 instead of Dec. 1, previous effective date.

WWCS Bremen, Ga.—West Georgia Bcstg. Co., 1440 kc, 500 w D.

KANO Anoka, Minn.—Anoka Bcstg. Co., 1470 kc, 1 kw D.

WABV Abbeville, S. C.—Abbeville Bcstg. Co., 1590 kc, 1 kw D.

KADM Othello, Wash.—Othello Radio, 1450 kc, 100 w unl.

WAPC Waupaca, Wis.—Chain O'Lakes Bcstg. Corp., 1320 kc, 1 kw D.

Existing Fm Stations . . .

ACTION BY FCC

WBYS-FM Canton, Ill.—At request of licensee FCC cancelled license and deleted call letters. Action of Nov. 21.

APPLICATION

WMIT (FM) Clingman's Peak, N. C.—Seeks cp to change ERP to 36 kw, ant. height to 3,055 ft., change ant. system and make other equipment changes. Filed Nov. 17.

CALL LETTERS ASSIGNED

KONI-FM Phoenix, Ariz.—James T. Ownby, 98.5 mc, 1.45 kw.

KGMS-FM Sacramento, Calif.—Capitol Radio Enterprises, 94.5 mc, 36 kw.

WGHF (FM) Newton, Conn.—William G. H. Finch, 94.5 mc, 20 kw.

WAKE-FM Atlanta, Ga.—Bartell Broadcasters Inc., 95.5 mc, 1.85 kw. Change from WBGE-FM effective Nov. 22 instead of Dec. 1, previous effective date.

WNES-FM Central City, Ky.—Muhlenberg Bcstg. Co., 101.9 mc, 21.5 kw.

WBFM (FM) New York, N. Y.—WGHF Inc., 101.9 mc, 10.3 kw. Changed from WGHF (FM).

WHCY (FM) Nashville, Tenn.—Nashville Bcstg. Co., 105.9 mc, 3.1 kw. Changed from WSOK-FM.

Ownership Changes . . .

ACTION BY FCC

WABD (TV) New York-WTTG (TV) Washington, D. C.—Granted transfer of control of DuMont Bcstg. Corp. from Allen B. DuMont Labs. Inc. to common stockholders. Largest single owner is and will be Paramount Pictures Corp. with 26.6% of outstanding stock. No consideration. Granted Nov. 17.

APPLICATIONS

KXO El Centro, Calif.—Seeks transfer of control to Pres. **Riley R. Gibson** (23%), Vice Pres. **Marco Hanan** (16%), **A. L. Gale** (20%), Sec. **John E. Kearney** (19%), Treas. **Douglas E. Anderson** (9%) and **George A. McConnell** (9%), for $164,280. Mr. Gibson is former general manager of KXO. Mr. Hanan is former KXO sales manager. Mrs. Gale is housewife. Messrs. Anderson and McConnell own advertising agency. Mr. Kearney is hardware store owner. Filed Nov. 22.

WDVH Gainesville, Fla., WMGR Bainbridge, Ga.—Seek assignment of license of WDVH to WDVH Inc. WMGR is to be assigned to **John A. Dowdy**, partner in present station licensee, for his interests in WDVH plus $13,500 and other considera-

tions. Other present partners **Winnie S. Vaughn** and **Thomas R. Hanssen** own 33.3% and 61.6%, respectively, of WDVH Inc. Five precent is owned by applicant's Sec.-Treas. **James L. Hailes**, former commercial salesman for **WRUF Gainesville.** Filed Nov. 17.

WIPC Lake Wales, Fla.—Seeks transfer of license to **Kenneth H. Berkeley** for $51,387.50. Mr. Berkeley is former vice pres. and general manager of **WMAL-AM-TV Washington, D. C.** Filed Nov. 17.

KWCJ Natchitoches, La.—Seeks transfer of control to Pres. **B. Hillman Bailey Jr.** (50%), and Sec.-Treas. **Norman A. Fletcher** (50%), for $60-677.91. Mr. Bailey is former program director **KVOL Lafayette, La.,** and Mr. Fletcher is former news director, chief announcer of KVOL. Filed Nov. 17.

KDKD Clinton, Mo.—Seeks assignment of license to Osage Bcstg. Co. for $30,000 plus assumption of $5,000 in liabilities. Principals in equal partnership are **O. A. Tedrick,** 16% owner **KBTO El Dorado, Kan., William J. Allen,** dentist, and **William R. Tedrick,** owner **KWRT Boonville, Mo.,** 16% owner KBTO and one-third owner **KGHM Brookfield, Mo.** Filed Nov. 17.

KFEQ-AM-TV St. Joseph, Mo.—Seeks assignment of licenses to Midland Bcstg. Co. for $550,000. Principals are Pres. **Kenyon Brown** (33.3%), one-third owner **KWFT-AM-TV Wichita Falls, Tex.,** part owner of applicant seeking purchase of **KANS Wichita, Kan.,** one-third owner **KGLC Miami, Okla.,** and 49% owner **KBYE Oklahoma City;** Vice Pres. **Harry L. (Bing) Crosby Jr.** (33.3%), holds about 5.2% interest in KGLC; Vice Pres. **George L. Coleman** (33.3%), holds about 5.5% of KGLC and Sec.-Treas. **Paul A. O'Bryan** (no stock), owner of 1.2% of **WNEW New York,** sale of which is pending before FCC. Filed Nov. 17.

KBCH Oceanlake, Ore.—Seeks transfer of stock to **William Comer.** One-third of station stock is being transferred from **Willard L. Guthrie** for $9,950. No information about Mr. Comer's business interests was presented in application. Filed Nov. 17.

WJZM Clarksville, Tenn.—Seeks assignment of license to **Campbell & Sheftall** with same original partners but adding station Asst. Manager **John H. Bailey** who will hold 5% for which he is paying $7,500. No change in control. Mr. Bailey is 20% owner **WDKN Dickson, Tenn.** Filed Nov. 21.

WLOW Portsmouth, Va.—Seeks assignment of license to **Winston-Salem Bcstg. Co.** for $212,500. Winston-Salem Bcstg. is licensee of **WTOB-AM-TV Winston-Salem, N. C.** Filed Nov. 17.

Hearing Cases . . .

OTHER ACTIONS

Shreveport, La.—By memorandum opinion and order of Nov. 16, FCC denied petition of Southland Television Co. for rehearing and reconsideration of Commission May 19 decision granting application of Shreveport Television Co. for new tv to operate on ch. 12 in Shreveport and denying competing applications of Southland Television Co. and Radio Station KRMD. Chairman McConnaughey and Comr. Mack abstained from voting.

Routine Roundup . . .

November 17 Applications

Accepted for Filing

Renewal of License

KROS Clinton, Iowa; KFJB Marshalltown, Iowa; KWRT Boonville, Mo.; KBIA Columbia, Mo.; WFMT (FM) Chicago; WLEY (FM) Elmwood Park, Ill.

Renewal of License Returned

KMNS Sioux City, Iowa—Application for renewal of license returned (name incorrect).

Modification of Cp

KHUM Eureka, Calif.—Seeks mod. of cp (which authorized change frequency, power, install DA and change trans. location) for extension of completion date.

WCED DuBois, Pa.—Seeks mod. of cp (as. mod. which authorized change frequency, power, install DA-2 and change trans. location) for extension of completion date.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date from Dec. 19, 1955 to Nov. 1, 1956.

KTBS-TV Shreveport, La.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date to March 1, 1956.

WITN (TV) Washington, N. C.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to May 26, 1956.

License to Cover Cp

KMFM (FM) Mountain Park, N. M.—Seeks license to cover cp (as mod. which authorized new fm station).

WMVA-FM Martinsville, Va.—Seeks license to cover cp (as mod. which replaced expired permit).

KCPS (FM) Tacoma, Wash.—Seeks license to cover cp (as mod. which authorized new educational fm station).

November 18 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

WTIF Tifton, Ga.—Granted petition for extension of time to Nov. 22 to file opposition to petition for review of adverse ruling of hearing examiner, filed by Tifton Bcstg. Corp. on Nov. 4. Action Nov. 15.

By Chief Hearing Examiner James D. Cunningham

OK Bcstg. Co., Indianapolis, Ind.—Granted petition and supplemental petition to extent they seek dismissal of petitioners' am application. Action Nov. 15.

Elizabethtown-Columbia, Pa. — Ordered hearing shall commence Jan. 26, 1956 re am applications of Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, Pa., and Radio Columbia, Columbia, Pa. Action Nov. 17.

New Castle-Salem, Ind.—Ordered hearing shall commence Jan. 16, 1956 re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action Nov. 17.

New York-Mass.—Ordered hearing shall commence Jan. 26, 1956 re am applications of Radio Herkimer, Herkimer, N. Y., **WBSM New Bedford, Mass.,** and **WBEC Pittsfield, Mass.** Action Nov. 17.

By Hearing Examiner Annie Neal Huntting

Storer Bcstg. Co., Wheeling, W. Va.—Granted petition for extension of time from Nov. 17 to Nov. 23 to exchange its written narrative presentation in proceeding re am application of **WKPA New Kensington, Pa.** Action Nov. 15.

Tyler, Tex.—Ordered prehearing conference on Dec. 12 re am applications of Radio Bcstg. Service and Dana W. Adams, Tyler, Tex., and further ordered, on hearing examiner's own motion, that hearing be continued from Dec. 15 to Jan. 12, 1956. Action Nov. 15.

By Hearing Examiner Thomas H. Donahue

Broadcast Bureau—Granted petition for extension of time from Nov. 14 to Nov. 28 to file proposed findings and conclusions re am application of Saline Bcstg. Co., Saline, Mich. Action Nov. 15.

By Hearing Examiner Elizabeth C. Smith

KLLL Lubbock, Tex.—Granted petition for continuance of hearing from Dec. 6 to Dec. 28 re its am application. Action Nov. 15.

November 21 Applications

Accepted for Filing

Remote Control

KYME Boise, Idaho; WEOA Evansville, Ind.; KCHS Truth-or-Consequences, N. M.; WCOJ Coatesville, Pa. and WHLP Centerville, Tenn.

Modification of Cp Dismissed

WNYC New York, N. Y.—Application for mod. of cp to extend completion date dismissed as unnecessary.

Modification of Cp

KLRJ-TV Henderson, Nev.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 3, 1956.

November 22 Applications

License to Cover Cp

WAUG Augusta, Ga.—Seeks license to cover cp which authorized increased power and equipment changes.

KWHO Salt Lake City, Utah—Seeks license to cover cp which authorized new am station.

Renewal of License

WBBA Pittsfield, Ill.; KJAN Atlantic, Iowa; KWBG Boone, Iowa; KDEC Decorah, Iowa; KCBC Des Moines, Iowa; KOEL Oelwein, Iowa; KBIZ Ottumwa, Iowa; KAYL Storm Lake, Iowa; KFUO Clayton, Mo.; KHMO Hannibal, Mo.; KIMO Independence, Mo.; KLIK Jefferson City, Mo.; KSWM Joplin, Mo.; KCMO Kansas City, Mo.; KLRS Mountain Grove, Mo.; KDRO Sedalia, Mo.; KSD St. Louis, Mo.; KMOX St. Louis, Mo.; WEHS (FM) Chicago; WFJL (FM) Chicago; KROS-FM Clinton, Iowa; KTTS-FM Springfield, Mo.; KFUO-FM Clayton, Mo.

Broadcast Bureau Decisions

Actions of Nov. 16

WPWT (FM) Philadelphia—Application for cp for station changes returned (not in proper form).

WCBC-TV Anderson, Ind.—Granted cp replacing cp.

KCTS (TV) Seattle, Wash.—Granted extension of completion date to June 9.

KNTV (TV) San Jose, Calif.—Granted extension of completion date to June 15.

Actions of Nov. 17

WMCD Welch, W. Va.—Granted license to cover cp which authorized new am station.

Actions of Nov. 18

WDWS-FM Champaign, Ill.—Granted renewal of license.

WEFM (FM) Chicago—Granted renewal of license.

WGHT-FM Centralia, Ill.—Granted renewal of license.

KRLD-TV Dallas, Tex.—Granted cp for minor equipment changes.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to May 11, 1956.

Actions of Nov. 21

WDBQ-FM Dubuque, Iowa—Application for renewal of license returned (dated incorrectly).

WABB-FM Mobile, Ga.—Granted STA to remain silent to Feb. 15, 1956.

KREL-FM Baytown, Tex.—Granted STA to remain silent to Feb. 1, 1956.

KMFM (FM) Mountain Park, N. M.—Granted license to cover cp for new fm station.

KGVO-TV Missoula, Mont.—Granted extension of completion date to June 17, 1956.

WITN (TV) Washington, N. C.—Granted extension of completion date to May 26, 1956.

KTBS-TV Shreveport, La.—Granted extension of completion date to March 1, 1956.

KLRJ-TV Las Vegas, Nev.—Granted extension of completion date to June 3, 1956.

WMFD Wilmington, N. C.—Granted cp to decrease height of center tower of DA.

KHUM Eureka, Calif.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

WCED DuBois, Pa.—Granted mod. of cp for extension of completion date to Jan. 27, 1956.

KOXR Oxnard, Calif.—Granted license to cover cp which authorized new am station.

Actions of Nov. 22

CBS-TV—Granted mod. of cp to program to additional Canadian station.

KCPS (FM) Tacoma, Wash.—Granted license to cover cp for new educational fm station.

UPCOMING

NOVEMBER

Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 29: NARTB Insurance Committee, NARTB Hdqrs., Washington.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: NARTB Community Antenna Committee, NARTB Hdqrs., Washingotn.
Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 282, The Senate, Ottawa, Ont.
Dec. 1: RAB Clinic, Pittsburgh.

Southeast Daytimer

$80,000.00

Kilowatt daytimer in most progressive section of southeast. Combination operation with good building and real estate. Above average gross volume. Owner wants to sell because of health. About $25,000.00 down will handle. Terms liberal.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn
Clifford B. Marshall
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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

ON THE DOTTED LINE . . .

CO-SPONSORSHIP of CBS-TV's *Tales of the Texas Rangers* has been negotiated by Curtiss Candy Company with General Mills. Signing joint agreement (General Mills bought it initially) are, seated, Henry Cox (l), manager of radio and television programming, General Mills, and Philip B. Schnering, executive vice president of Curtiss Candy Co.; standing (l to r), George Bolas, media director and account executive, Tatham-Laird Inc., Chicago, which handles General Mills account; F. R. Reiter, Curtiss advertising director, Chicago, and Irving M. Tuteur, account executive, C. L. Miller Co., Curtiss agency. Program is aired Sat., 11:30 a.m. EST, on 64 CBS-TV outlets.

HAROLD E. HERTZFELD, Oldsmobile dealer, signs for 2,000 spot announcements, spread over one year on WOHO Toledo, Ohio. Looking on are William C. Wester, seated r, sales manager of WOHO; Richard Haley, standing l, Hertzfeld Oldsmobile, and Daniel Markham, WOHO account executive.

COMPLETING arrangements for a 13-week contract calling for Shell Oil sponsorship of *Shell News* (Mon.-Fri., 6 p.m. PST) on KBET-TV Sacramento, Calif., are Fred W. Spooner (l), Shell division sales manager, and John H. Schacht, KBET-TV vice president-general manager. The 15-minute show features Hank Thornley, KBET-TV West Coast news director.

BURT WARNER, advertising director for Safeway (food chain), signs for continued sponsorship of the Saturday night *Safeway Theatre* on WRC-TV Washington, D. C. The one-year renewal continues the program which was started in September 1949. Present for the proceedings were Dick Williams (seated), account executive for Manchester Adv. on the Safeway account; James E. Kovach (standing l), WRC-TV director of programs, and Arthur Faircloth, WRC-TV sales executive. ➤

HAROLD E. DAVILA, executive vice president of First Federal Savings & Loan Assn., San Juan, P. R., signs for sponsorship of Ziv's *Yesterday's Newsreel* over WKAQ-TV that city. Also present at the proceedings were Edward J. Stern (l), head of Ziv international activities, and Dave Brown, president of Brown Advertising Agency, San Juan.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

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company name

address

city *zone* *state*

Please send to home address — —

Listen in Texas (or Else)

IF YOU want it bigger and broader and higher and wider and generally more of the most, then whatever it is you want you're apt to look for it first in Texas, whose citizens do their damnedest to reproduce in whatever they do the outsized physical characteristics of their state.

Hence it comes as no surprise that the Texas Assn. of Broadcasters has designed a campaign to promote radio listening that to work at all has to have the support of most radio broadcasters in the state. In fact, when the plan was presented at the TAB meeting in Dallas week before last [B•T, Nov. 21], individual broadcasters were expressly warned not to undertake it on their own.

So broad—encompassing all local or statewide advertising media; so high—with the goal of scores of impressions per day for every Texan, whose eyes and ears will tell him over and over to "Listen While You Drive," "Listen While You Work," "Listen While You Read" and "Listen While You . . . (are engaged in any other activity)"—this campaign is too big even for a Texas broadcaster, TAB declared, and must be gone into on a cooperative basis by all (or most) of the stations in a market or not at all.

To make it easy for the station, TAB itself picked up the cost of planning the drive and of preparing the copy, the art work and the singing transcriptions, with the broadcasters to pay only for the cost of producing the materials they order. Jan. 1 is kick-off day and from the enthusiasm expressed at the TAB meeting, our guess is that before the new year is many weeks old Texans will be spending more time listening to their radios than doing anything else, even talking about Texas.

Scarcity: Road to Ruin

TALK about common carrier control of broadcasting is being heard these days with the kind of repetitive regularity that should cause concern. It is a throw-back to 1927 when Congress decided, after intense consideration, that radio should evolve in a climate of free competition, and not as a protected monopoly with microphones open to all comers and with rates and program content to be established by government.

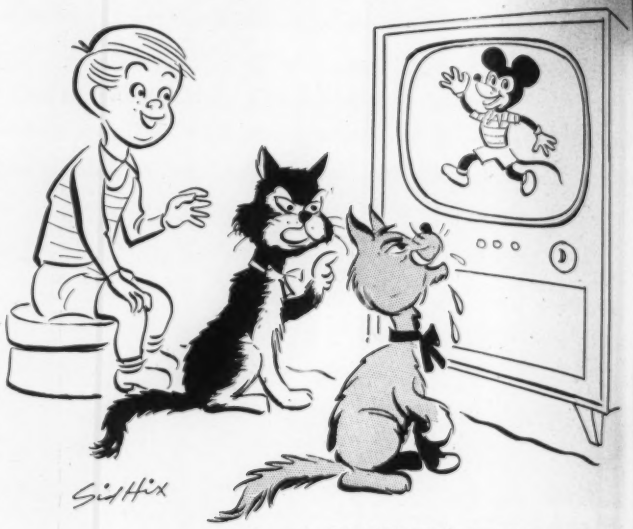
In recent weeks, two members of the FCC (Comrs. Hyde and Doerfer), a wordly-wise broadcaster (John M. Outler, WSB-AM-TV) and an FCC hearing examiner (H. Gifford Irion) have expounded on the common carrier concept. It may be happenstance, but the point is that important people are sounding off—after a lapse of nearly three decades. And it comes at a time when three members of the FCC (Chairman McConnaughey, Doerfer and Mack) happen to have common carrier regulatory backgrounds, having served on state utility commissions. While each commissioner vouchsafes his belief in free competitive broadcasting, it is manifestly difficult to erase a philosophy in which one has been reared.

Comrs. Hyde and Doerfer, in recent addresses to NARTB area meetings, questioned whether broadcasting can remain in the free competitive field, but they did so for different reasons. Comr. Hyde deprecated talk of abandonment of uhf and thus limiting tv to a 12-channel ceiling which he felt would bring "monopoly." Comr. Doerfer warned that regulation of networks is tantamount to regulation of station programs and "from there to terms and from terms to rate cards."

Examiner Irion, in a radio case, properly found in an initial decision that economic injury constitutes no ground for denying a second station in a small community. That's the way the law has stood for years *in radio*. Mr. Irion held that the Communications Act "does not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license." This Act does not distinguish between radio and tv stations.

And veteran broadcaster Outler, in another NARTB address, admonished radio broadcasters not to be too complacent. He noted that while radio is not classed as a public utility, "our residence is on the same boulevard." "If governmental regulation of rates and program content and other elements ever comes about," he cautioned, "it will be because of our failure to live up to the obligations inherent in our franchise."

These warnings are timely. In radio the problem is not "scarcity" or of "monopoly." It is one of programs, quality and service. Mr. Outler aptly cites the stigma given all radio when some "rugged individualist—with two left feet and no inhibitions—shows up in possession of a radio license, a pile of phonograph records, a news machine, larceny in his heart and a desire to get into the upper income brackets in a hurry."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Cockiest mouse I ever saw! If I ever catch him away from that window."

In tv the dilemma does spring from "scarcity" but of vhf channels. Where there's scarcity there's economic dislocation. The FCC's network study stems from it. Whenever there's scarcity, the reflexes of the lawmakers respond quickly on the premise that "monopolies" must be regulated to protect the public.

There are many imponderables. Do nearly 500 television stations on the air (almost 400 of them in the last three years) constitute a trend toward monopoly? Can it be said that scarcity exists when assignments are available for perhaps another 1,000 stations on the uhf channels, plus the availabilities on the 12 vhfs? Can the scarcity label be applied now when there's prospect that additional vhf channels may be cleared through the efforts of the new high level *ad hoc* committee to be named by Defense Mobilizer Arthur Flemming?

These are questions not alone for the FCC and Congress but for every broadcaster interested in keeping radio and television free from government domination and common carrier regulation.

The $80,000 Questions

IF THE FCC's special network study staff comes up with full answers to the questions it was ordered last week to investigate, the government will be getting all its money's worth out of the $80,000 appropriated for the purpose.

As reported elsewhere in this issue, the Network Study Committee of four FCC commissioners ordered its staff to collect information, in depth, on just about every facet of network operations imaginable. Indeed the study goes beyond networking to such subjects as multiple station ownership, advertiser-agency influence, syndication and station representation.

There can be no doubt of the FCC's authority to look into these complex matters. It has the authority, by law, and has been told by Congress to exercise that authority. But the authority to investigate fully does not imply authority to regulate with equal vigor. When the staff report is in, the danger will be that commissioners who are accustomed to dealing with public utility regulation will apply its principles to a field in which there are no monopolies similar to public utilities.

True, two networks pretty much dominate in television, but a third is steadily gaining ground. A decentralization of network power will occur in exact coincidence with the more equitable distribution of competitive facilities throughout the country. It is the latter which, presumably, is the objective of the FCC's present rule-making procedure in tv allocations.

Ma

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Some facts about St. Louis Tv

Of course, we're proud that the most recent "Pulse" and ARB shows KWK-TV is

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